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advertisers

Title:

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national advertising...

Place:

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Date:

[1933]

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**AN ANALYSIS OF
285 NATIONAL ADVERTISING BUDGETS
1932-1933**

**Including a Comparison with Budget
Figures for the Years 1929 and 1930**



**1933 Appropriations
Consumer Advertising Budgets
Industrial Advertising Budgets
Space Advertising Production Costs
Basis Upon Which Budgets Were Determined
Administrative Expenses of Advertising Department
Advertising Expenditures in Relation to Sales Volume**



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ASSOCIATION OF NATIONAL ADVERTISERS, INC.

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**AN ANALYSIS OF
285 NATIONAL ADVERTISING BUDGETS
1932-1933**

**INCLUDING A COMPARISON WITH BUDGET
FIGURES FOR THE YEARS 1929 AND 1930**



ASSOCIATION OF NATIONAL ADVERTISERS, INC.

Bus
35-901

This report was prepared under the supervision of the

ADVERTISING BUDGET COMMITTEE

of the

ASSOCIATION OF NATIONAL ADVERTISERS, INC.

With the approval of the

RESEARCH COUNCIL

D253
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35-901 Aug. 6, 1935 DA HEC

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FOREWORD

In the early part of 1931, the Association of National Advertisers issued a report under the title of "The Advertising Budget" presenting the results of a study of national advertising budgets for the years 1929 and 1930.

The information presented in that report proved of such value to the membership that there resulted a demand for the study to be continued for later years. The question was given careful consideration by the Research Council and in spite of extremely abnormal conditions it was decided to undertake a similar study for 1932 and 1933.

It was realized that because of the uncertainty of conditions the data that could be secured on this year's plans would necessarily be limited; nevertheless, it was felt that accurate figures could be secured for 1932 and such information as could be obtained under the circumstances for 1933 would be of unusual interest. This proved to be the case. It is believed that the report will be of greater value than the previous study because of the comparison we are now able to make with previous years giving a relationship between figures for 1929, 1930, 1932 and 1933.

The study has been made under the direction of a special committee of which Mr. Cliff Knoble of Chrysler Corporation is Chairman.

Acknowledgment is made on behalf of the committee to members of the association and the companies who are not members for their friendly cooperation in supplying facts on their advertising budgets which made this survey possible.

July 1933

Paul B. West
Managing Director

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INTRODUCTION

The material presented in this report is based on information supplied by 257 national advertisers in the United States covering actual expenditures in 1932 and budget allowances in 1933. These 257 companies, in preparing data for the survey, filled out a total of 285 questionnaires on their advertising budgets, separate budgets being maintained in some cases for different lines of products.

The report also compares budget figures for 1932 and 1933 with figures for the years 1929 and 1930 as compiled in the report entitled "The Advertising Budget" issued by the Association in January, 1931.

Part I presents data on 1933 advertising appropriations. It shows the length of time for which budgets were prepared in advance and the basis upon which they were determined together with a comparative analysis of 1933 budgets with 1932 actual expenditures. It also tabulates reports from 72 advertisers who did not fill out questionnaires for the survey since their advertising expenditures were either drastically reduced or discontinued entirely in 1932 and 1933.

Part II, beginning on page 20, is devoted to an analysis of the budgets of 210 Consumer Advertisers. It presents figures on the relation of advertising expenditures to net sales volume for the two years.

In this analysis, advertising budgets are broken down into three general classifications: (1) administrative expenses of the advertising department; (2) space production costs (art work, engravings, etc.); and (3) expenditures in advertising media, or the actual cost of the space or material to the advertiser. Each of these three types of expenditures is shown in relation to the total advertising appropriation.

Charts Showing Expenditures in Advertising Media

A series of charts, beginning on page 26, show for the different groups of products, the percentage of the total appropriation spent by each company in each advertising medium.

The number of companies in the group using each medium is indicated at the top of each column and a vertical black bar, from its base to a cross bar, indicates the percentage of the ap-

proprietorship a company spends in that medium.

The figures appearing in the charts indicate the average percentage of the total appropriation spent in each medium, based on the number of companies using that medium. These averages will not total 100% for each group since each one is based only on the companies using that particular medium and not necessarily on all companies in the group.

At the end of the series of charts on pages 78 to 81, inclusive, appear tables showing a complete breakdown of the advertising budget for each group of products in 1932 and 1933. The figures represent arithmetic averages and will total 100 per cent for each group since they are based on both users and non-users of each medium.

In Part III, beginning on page 88, will be found an analysis of the budgets of 75 Industrial Advertisers, similar to that for Consumer Advertisers in Part II.

Part IV, beginning on page 120, includes various miscellaneous information related to the general subject of advertising budgets. It gives a brief picture of the manner in which different advertisers classify sales promotion expenses, it shows the relative cost of radio time and talent and it includes figures on the amount of advertising material charged to dealers. It also presents figures for a small number of companies showing the relation of export advertising expenditures to domestic advertising expenditures and the relation of export advertising to export net sales volume.

Part V presents comparative figures on advertising budgets for the years 1929, 1930, 1932 and 1933.

Definition of Terms

Net Sales Volume. For purposes of this study, net sales volume represents gross sales less (1) returned goods and (2) allowances to customers, including any special trade discounts but not taking into consideration cash discounts.

Average. The arithmetic average has been used throughout this report.

Classification of Advertising Media

In this study the various advertising media are classified as follows: -

- Magazines
- Newspapers
- Radio broadcasting
 - (a) Time
 - (b) Talent
- Business papers (general business papers such as Nation's Business, Business Week, etc.)
- Trade papers (i.e. publications reaching distributors)
- Industrial publications (i.e. publications used for products sold to industry)
- Farm journals
- Outdoor advertising
- Car cards
- Direct mail (including calendars)
 - (a) to consumers
 - (b) to dealers
- Dealer helps
- Store and window displays
- Free goods and advertising allowances
- Samples
- Premiums
- Miscellaneous (novelties, etc.)
- House organs
- Sales and service literature (except direct mail)
- Conventions and exhibits
- Motion pictures
- Price lists and internal publications (except house organs)
- Publicity
- All other

Some companies reported that certain items such as price lists, samples, premiums, etc. were not included in the advertising appropriation but were charged against the sales account or the general overhead expenses of the business. Other companies charged such items to "sales promotion". (See page 120.)

In this survey only those items are included which are charged by the reporting company to its advertising appropriation.

Throughout the report the 1932 figures represent actual expenditures for that year and the 1933 figures represent budget allowances.

Classification of Products or Service

In this analysis, companies have been classified under two general headings: (1) Consumer Advertisers, i.e., companies selling such items as food, drugs, household furnishings, etc. and (2) Industrial Advertisers who sell principally to industry.

Reports on the 285 advertising budgets included in the survey have been classified according to the type of product or service advertised, as follows: -

| <u>Consumer Advertisers</u> | <u>Number of Reports</u> |
|---|------------------------------|
| Agricultural Equipment & Supplies..... | 8 |
| Automobiles..... | 4 |
| Auto Accessories (sold at retail)..... | 6 |
| Auto Trucks..... | 4 |
| Clothing and Accessories (not including knit goods, hosiery and underwear)..... | 11 |
| Coffee and Tea..... | 5 |
| Confections..... | 4 |
| Drugs and Toilet Articles (not including Proprie- tary Medicines and Drug Sundries)..... | 11 |
| Drug Sundries..... | 9 |
| Electrical Equipment & Supplies..... | 9 |
| Financial & Insurance..... | 6 |
| Floor Coverings..... | 5 |
| Furniture and Home Furnishings..... | 11 |
| Grocery Products (not including Coffee & Tea)..... | 21 |
| Heating, Air Conditioning and Refrigeration Equipment..... | 8 |
| Household Electrical Appliances..... | 5 |
| Jewelry, Clocks and Silverware..... | 9 |
| Knit Goods, Hosiery and Underwear..... | 5 |
| Office Equipment and Supplies..... | 7 |
| Paints and Varnishes..... | 7 |
| Petroleum Products..... | 7 |
| Proprietary Medicines..... | 7 |
| Radio Equipment and Supplies..... | 5 |
| Shoes..... | 8 |
| Textiles..... | 8 |
| Travel and Transportation..... | 6 |
| Not Classified..... | 14 |
| Total Consumer Reports..... | 210 |

Industrial Advertisers

| | |
|---|----|
| Automotive Equipment (Sold to Manufacturers)..... | 4 |
| Building and Construction Materials..... | 10 |
| Building Specialties..... | 4 |

| | |
|--|----|
| Chemicals and Allied Products..... | 6 |
| Iron and Steel and Their Products (not in- cluding Machinery)..... | 7 |
| Machinery and Supplies (not including Transportation Equipment)..... | 17 |
| Machine Tools..... | 4 |
| Paper and Paper Products (not including Paper Products sold through grocery & drug stores)..... | 7 |
| Plant Equipment (other than Machinery and Tools)..... | 10 |
| Not Classified..... | 6 |

Total Industrial Reports..... 75

TOTAL NUMBER OF REPORTS.....285

Data contained in the two "Not Classified" groups, which are based on companies whose products do not fall in any of the other classifications listed above, are included only in the general summaries throughout the report. Information on the budgets of these companies will be supplied upon request providing such information does not reveal the identity of any company.

Variation in Figures

Considerable variation in budget figures was found to exist in some cases not only between industries but between different companies within the same industry. No attempt has been made in this report to explain the reasons for this variation. Naturally, the expenditures in different media and the relation of total advertising expenditures to sales volume will vary according to individual conditions and specific merchandising problems of each company.

The aim of the survey has been to assemble facts on national advertising budgets in 1932 and 1933 and to present these facts as clearly as possible.

Paul W. Atwood
Secretary, Research Council

P A R T I

A D V E R T I S I N G A P P R O P R I A T I O N S F O R 1 9 3 3

On the basis of data supplied in this study it is clear that many national advertisers are operating in 1933 under budgets made up for periods of one, three or six months in advance, instead of the customary twelve months period usually employed in previous years. It is evident, also, that the majority of those companies which have laid out plans for twelve months in advance have arranged for revising their budgets at periodic intervals throughout the year.

Budgeting 1933 Expenditures

The following table shows the length of time for which 1933 budgets were made up, as indicated in the reports on 285 national advertising budgets:

| | |
|------------------------------|-----|
| Entire calendar year..... | 155 |
| Fiscal year..... | 43 |
| Six months in advance..... | 27 |
| Four months in advance..... | 1 |
| Three months in advance..... | 14 |
| Two months in advance..... | 1 |
| One month in advance..... | 44 |
| Total..... | 285 |

Revision of Budgets Periodically

It will be noted that 198 of the budgets listed above were made up for 12 months in advance - either by the calendar year or by a fiscal year. Definite arrangements for revising 124 of these 198 budgets at stated intervals throughout the year were reported as follows:

| | |
|------------------------------|-----|
| End of first six months..... | 39 |
| Every four months..... | 6 |
| Every three months..... | 59 |
| Every month..... | 20 |
| Total..... | 124 |

B A S I S U P O N W H I C H 1 9 3 3 B U D G E T S W E R E D E T E R M I N E D

Methods used to determine 1933 advertising budgets were reported by 247 companies as follows:

| | |
|--|-----|
| Estimated amount needed for adequate campaign... | 123 |
| A fixed percentage of 1932 sales..... | 23 |
| A fixed percentage of 1933 estimated sales..... | 77 |
| Combination of 1932 and 1933 estimated sales.... | 14 |
| Miscellaneous methods..... | 10 |
| Total..... | 247 |

Among the miscellaneous methods used were the following: a fixed percentage of 1932 profits, per unit of 1932 sales, per unit of 1933 estimated sales, a fixed percentage of sales for previous month, a fixed percentage of estimated sales for future month, in relation to general business conditions and the "least amount that would keep our brand alive and make a satisfactory showing".

Of these 247 companies, 49 prepared budgets for periods of less than one year, 46 of which are included in the first group headed "estimated amount needed for adequate campaign" and the other three are in the miscellaneous group.

1932 Budgets

All but five of the 198 companies which prepared their 1933 budgets for 12 months in advance indicated that the same methods were employed in preparing their budgets for 1932. Four of these - one a drug manufacturer, one a manufacturer of floor coverings, another of home furnishings, and the other of electrical equipment - stated that they had changed from the "percentage of previous year's sales" method to "an estimated amount needed for an adequate campaign". The fifth company - a shoe manufacturer - changed from a "percentage of previous year's sales" method to "a percentage of estimated sales for the future year".

A detailed tabulation of 1933 advertising budgets broken down by industry will be found for Consumer Products on page 82 and for Industrial Products on page 116.

COMPARISON OF 1933 BUDGETS WITH 1932 EXPENDITURES

Amount of 1933 Expenditures

Of 263 advertisers replying to a question as to the size of their advertising budgets for 1933 in comparison with their 1932 appropriations, 60 stated that they expected to spend more, 141 expected to spend less and 62 expected to spend approximately the same amount.

The percentages of increase and decrease showed a wide range of variation. Reports from individual companies broken down by industry showing the percentage of increase or decrease of 1933 budgets compared with 1932 actual expenditures will be found for Consumer Advertisers on page 86 and for Industrial Advertisers on page 119.

Selection of Media

The chart on the opposite page indicates for each medium the percentage of the total number of companies which allowed for an increase in 1933 budgets as compared with 1932 expenditures, the percentage allowing for a decrease and the percentage which planned to spend approximately the same amount.

Fractional increases and decreases of less than 1 per cent of the total appropriation are included with companies reporting the same amount. Companies not using a given medium in 1932 but who reported an expenditure in that medium in 1933 are counted as increases, and, in like manner, companies using a medium in 1932 but who did not include that medium in the 1933 budgets are counted as decreases.

The figures in this chart are based on reports from 219 advertisers who gave media expenditures for 1932 and budget allowances for 1933. They are shown separately for Consumer Advertisers on page 85 and for Industrial Advertisers on page 118.

COMPARISON OF 1933 BUDGETS WITH 1932 EXPENDITURES

Showing the Percentage of the Total Number of Companies Increasing and Decreasing Allowances for Each Medium

| MEDIUM | NO. OF COS. | INCREASE | | | DECREASE | | | | SAME | | | | | | |
|-------------------------|-------------|----------|----|----|----------|----|----|----|------|----|----|----|----|----|----|
| | | 10 | 20 | 30 | 10 | 20 | 30 | 40 | 10 | 20 | 30 | 40 | 50 | 60 | 70 |
| Magazines | 121 | | | | | | | | | | | | | | |
| Newspapers | 110 | | | | | | | | | | | | | | |
| Radio | 56 | | | | | | | | | | | | | | |
| Business Papers | 33 | | | | | | | | | | | | | | |
| Trade Papers | 137 | | | | | | | | | | | | | | |
| Industrial Publications | 62 | | | | | | | | | | | | | | |
| Farm Journals | 33 | | | | | | | | | | | | | | |
| Outdoor | 54 | | | | | | | | | | | | | | |
| Car Cards | 16 | | | | | | | | | | | | | | |
| Direct Mail - Consumer | 135 | | | | | | | | | | | | | | |
| Direct Mail - Dealer | 103 | | | | | | | | | | | | | | |
| Dealer Helps | 123 | | | | | | | | | | | | | | |
| Displays | 114 | | | | | | | | | | | | | | |
| Free Goods & Allowances | 26 | | | | | | | | | | | | | | |
| Samples | 37 | | | | | | | | | | | | | | |
| Premiums | 12 | | | | | | | | | | | | | | |
| Miscellaneous Novelties | 45 | | | | | | | | | | | | | | |
| House Organs | 64 | | | | | | | | | | | | | | |
| Sales & Service Lit. | 101 | | | | | | | | | | | | | | |
| Conventions & Exhibits | 99 | | | | | | | | | | | | | | |
| Motion Pictures | 34 | | | | | | | | | | | | | | |
| Price Lists, etc. | 38 | | | | | | | | | | | | | | |
| Publicity | 59 | | | | | | | | | | | | | | |

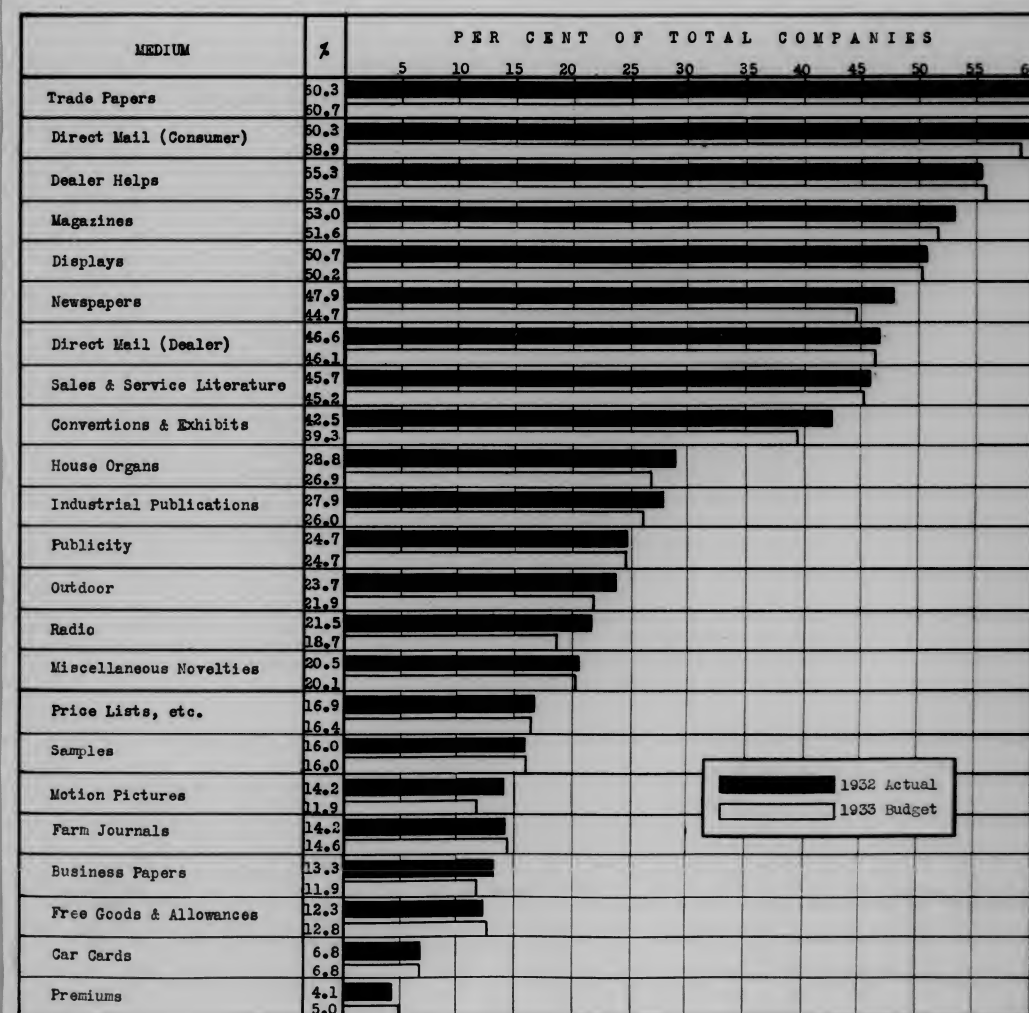
MEDIA USED IN 1932 AND 1933

This chart indicates the number of advertisers using each medium in 1932 and 1933, without regard to the amount of money expended in each medium. It is based on the reports of 219 advertisers who gave media allowances in their 1933 budgets as well as actual media expenditures in 1932.

A table comparing the figures in this chart with figures for the years 1929 and 1930 appears in Part V on page 134.

MEDIA USED IN 1932 AND 1933

Percentage of Total Number of Companies Using Each Medium



ADVERTISING REDUCED OR DISCONTINUED

In addition to the 257 advertisers who cooperated in this survey by filling out a total of 285 questionnaires on their advertising budgets, 72 other companies replied that their advertising expenditures had been either drastically reduced or discontinued entirely during 1932 and 1933.

The table on the opposite page lists these companies by industries. Several indicated that they expect to resume advertising activities sometime during the current year.

ADVERTISING REDUCED OR DISCONTINUED

Companies Not Included in the Survey Which
Have Discontinued or Drastically Reduced
Advertising in 1932 and 1933

| <u>Consumer Products</u> | Advertising Discontinued (No. Cos.) | Advertising Drastically Reduced (No. Cos.) |
|-----------------------------------|---|---|
| Airplanes | 1 | |
| Automobiles | 1 | |
| Auto Accessories | 1 | |
| Clothing & Accessories | 2 | |
| Confections | 1* | |
| Drugs & Toilet Articles | | 1 |
| Drug Sundries | - | - |
| Financial & Insurance | 1 | 2 |
| Grocery Products | 1 | 3 |
| Hardware | 4 | |
| Home Furnishings | 3 | 2 |
| Jewelry, Clocks & Silverware | 1 | |
| Knit Goods, Hosiery & Underwear | | 1 |
| Mail Order | 1 | |
| Motion Pictures | 1 | |
| Paints & Varnishes | | 2 |
| Pianos | 1 | |
| Shoes | | 1 |
| Sporting Goods | | 2 |
| Textiles | 2 | |
| Travel & Transportation | 2 | |
| Not Classified | 2 | |
| <u>Industrial Products</u> | | |
| Automotive Equipment | 1 | 1 |
| Building & Construction Materials | 8** | 4 |
| Building Specialties | 3 | |
| Chemicals & Allied Products | | 1 |
| Electrical Power Equipment | 1 | |
| Glass | | 1 |
| Iron & Steel & Their Products | 2 | |
| Machinery & Supplies | 1 | 1 |
| Machine Tools | 1 | |
| Plant Equipment | 2 | 4 |
| Pneumatic Tubes | 1 | |
| Not Classified | 1 | |
| TOTAL | 46 | 26 |

* (except trade journals)

** (1 co. discontinued all advertising except exhibit at Century of Progress)

PART II

CONSUMER ADVERTISERS

Part II of this report presents data on 210 budgets of Consumer Advertisers in 26 industries covering the years 1932 and 1933. Part III, beginning on page 88, presents similar data on the budgets of 75 Industrial Advertisers representing 9 different lines of products.

Advertising expenditures are broken down into three general divisions. These are: (1) administrative expenses of the advertising department, (2) space production costs (art work, engravings, etc.) and (3) expenditures in advertising media, or the actual cost of the space or material to the advertiser.

Relation of Advertising Expenditures to Sales Volume

The chart on the opposite page shows the relation of total advertising expenditures to net sales volume. For purposes of comparison, the different groups of products are arranged in order according to the size of the percentage figure in 1932.

In most cases, companies with the largest appropriations reported the highest rate of advertising expenditures to net sales volume. Averages compiled for companies with appropriations of more than \$500,000 in 1932 were found to be higher than averages of companies with appropriations of less than \$500,000 in the following industries: agricultural equipment and supplies; clothing and accessories; coffee and tea; drugs and toilet articles; drug sundries; electrical equipment and supplies; financial and insurance; floor coverings; grocery products; jewelry, clocks and silverware; proprietary medicines; radio equipment and supplies; shoes; and travel and transportation. One exception appeared in the furniture and home furnishings group, where companies with larger appropriations averaged lower, in relation to net sales, than companies with smaller appropriations.

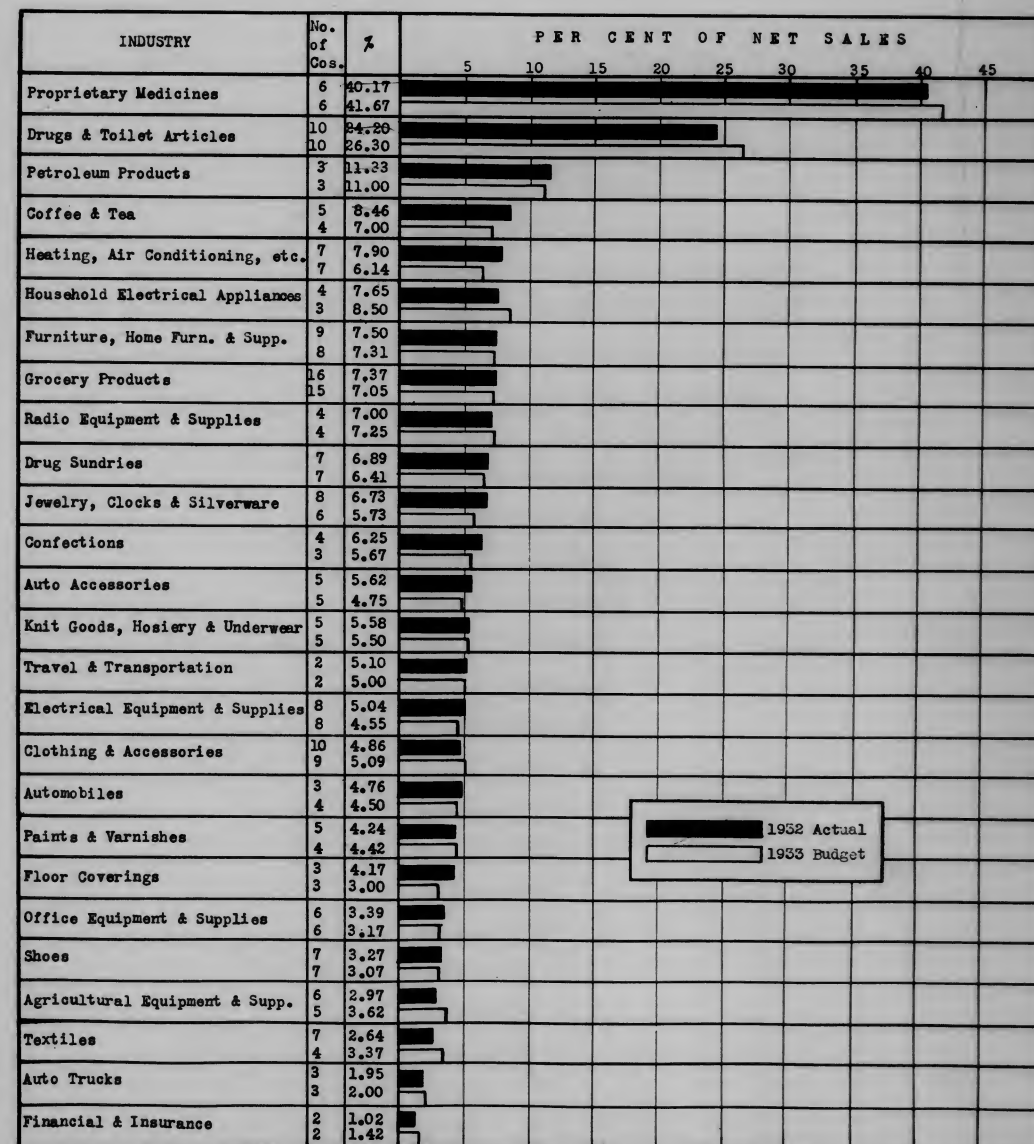
All companies in the following groups reported 1932 appropriations of less than \$500,000: auto trucks; confections; heating, air conditioning and refrigeration equipment; household electrical appliances; knit goods, hosiery and underwear; office equipment and supplies; paints and varnishes; and textiles.

In the three groups, automobiles, auto accessories and petroleum products, all companies reported expenditures of more than \$500,000 in 1932.

Comparative figures on the relation of advertising expenditures to sales volume for the years 1929, 1930, 1932 and 1933 will be found in Part V on page 128.

TOTAL ADVERTISING EXPENDITURES

In Relation to Net Sales Volume



ADMINISTRATIVE EXPENSES OF ADVERTISING DEPARTMENT

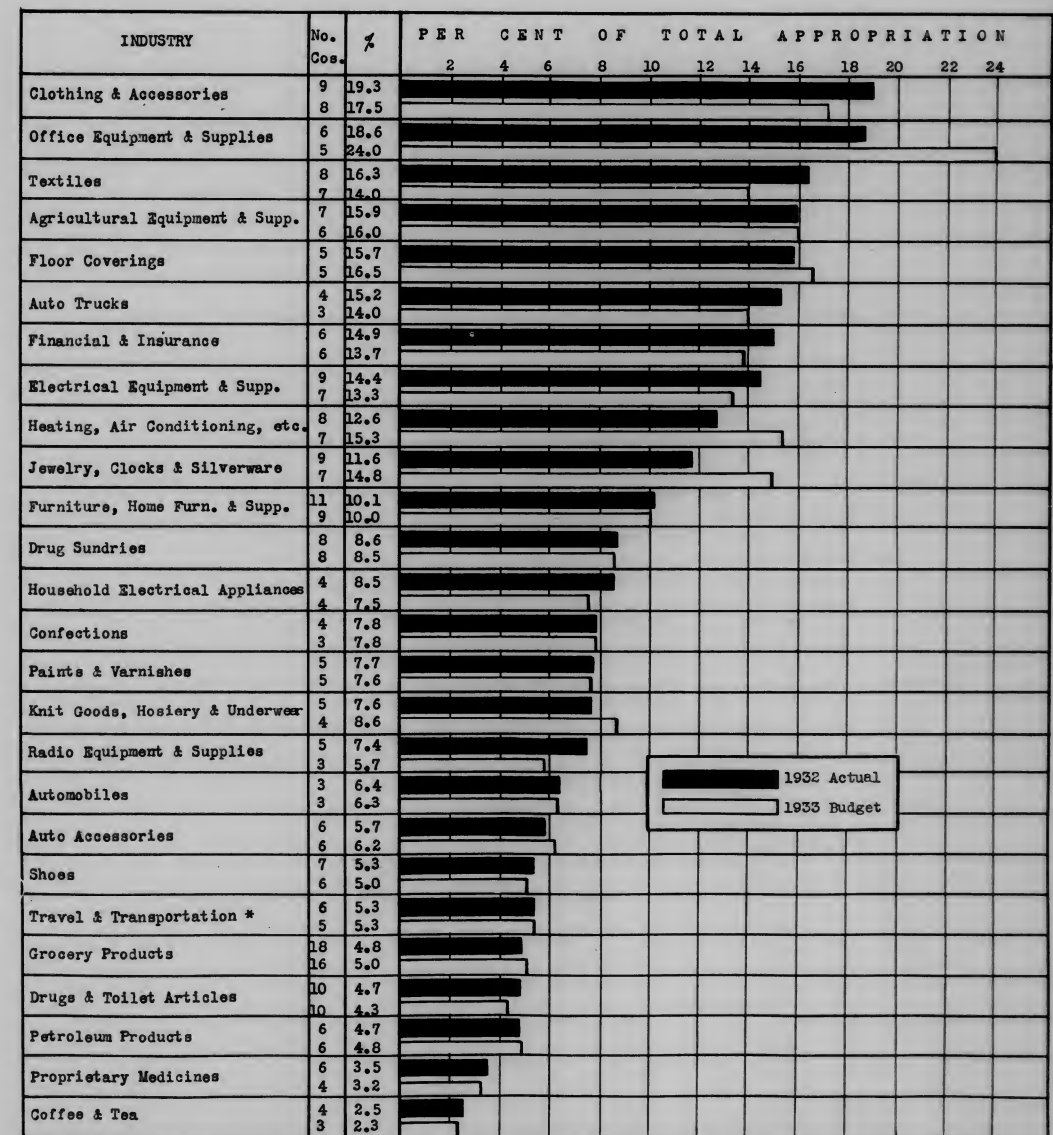
The relation of the administrative expenses of the advertising department to the total advertising appropriation is shown in this chart for each group of Consumer Products.

All general overhead expenses of the advertising department are included such as salaries, traveling expenses, office equipment and supplies, rent, and telephone and telegraph.

A similar chart for Industrial Advertisers appears on page 91.

ADMINISTRATIVE EXPENSES OF ADVERTISING DEPARTMENT

In Relation to Total Advertising Appropriation



SPACE PRODUCTION COSTS

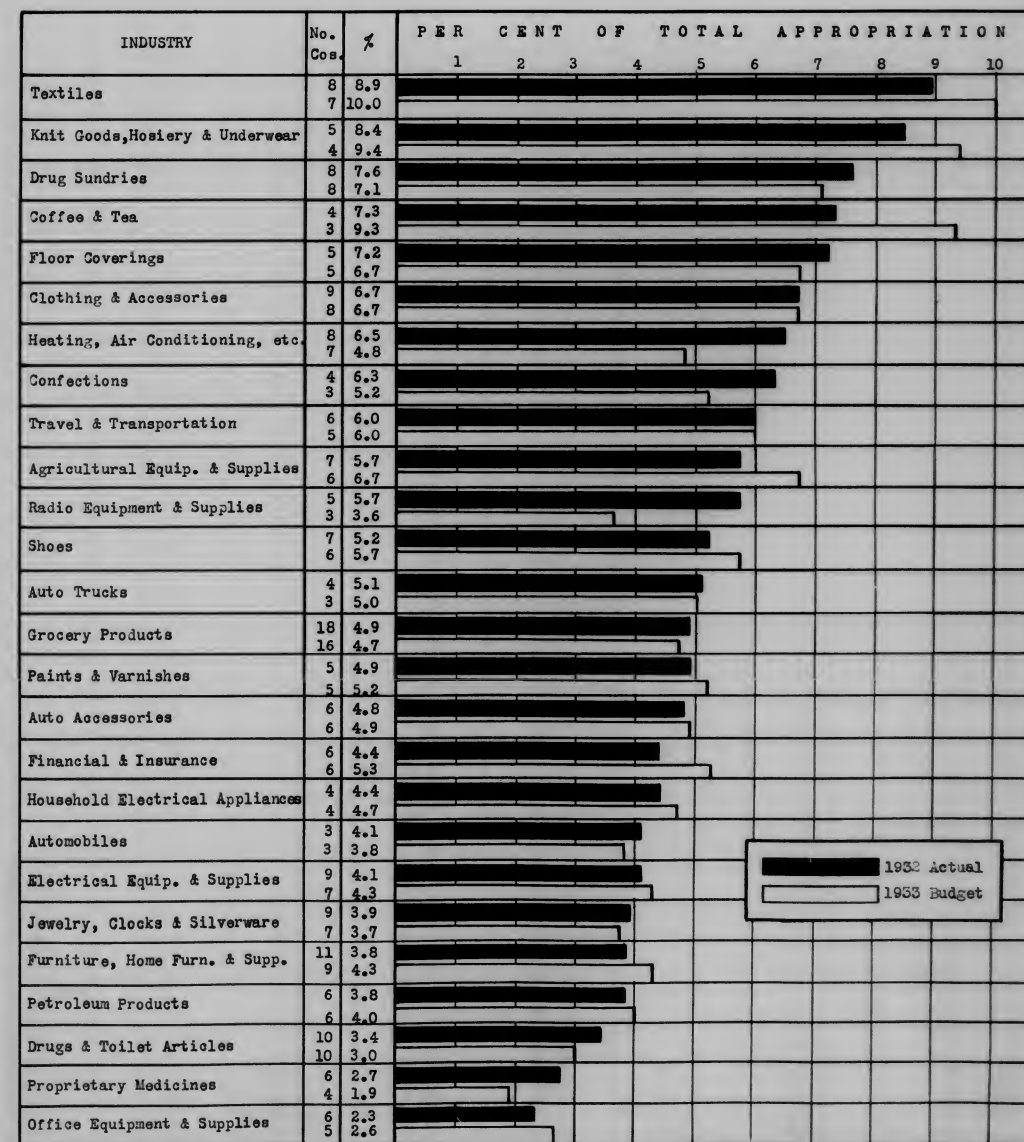
Space production costs, as referred to in this study, include art work, photographs, drawings, engravings, mats, electros, and other "mechanical" costs that enter into the cost of preparing space advertising.

This chart shows for each industry the relation of total space production costs to the advertising appropriation.

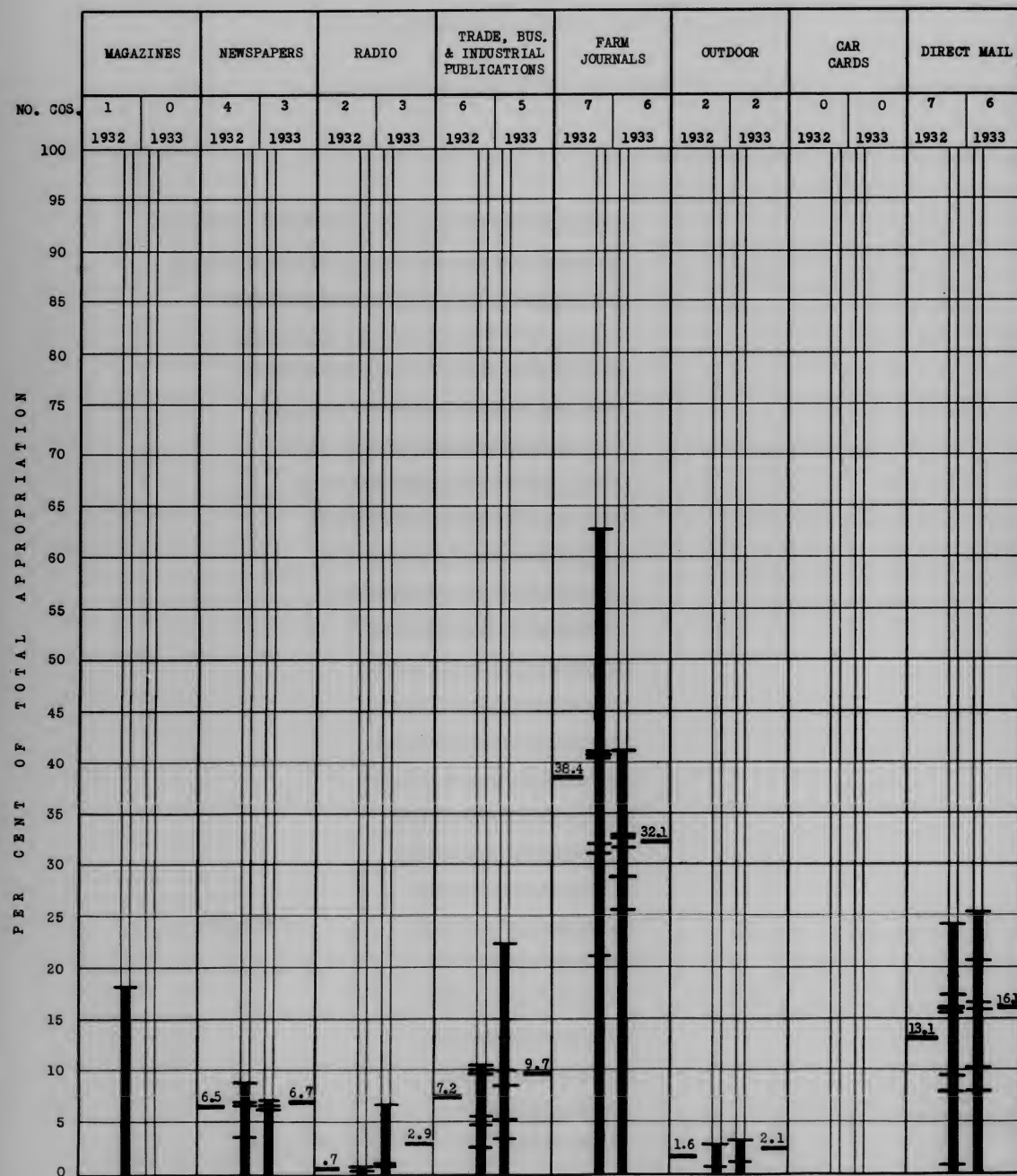
On page 93 will be found a similar chart for Industrial Advertisers.

SPACE PRODUCTION COSTS

In Relation to Total Advertising Appropriation

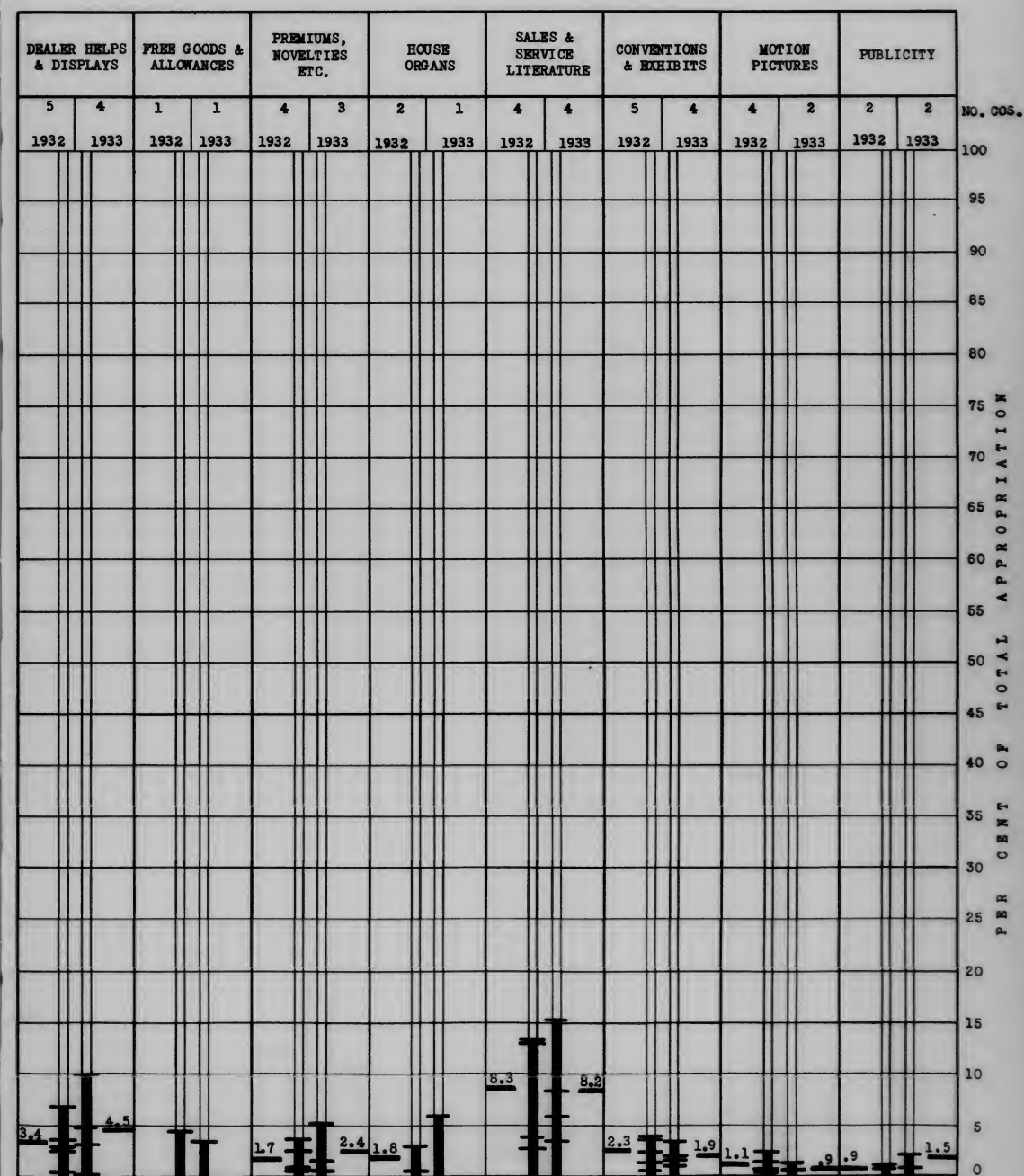


EXPENDITURES IN ADVERTISING MEDIA

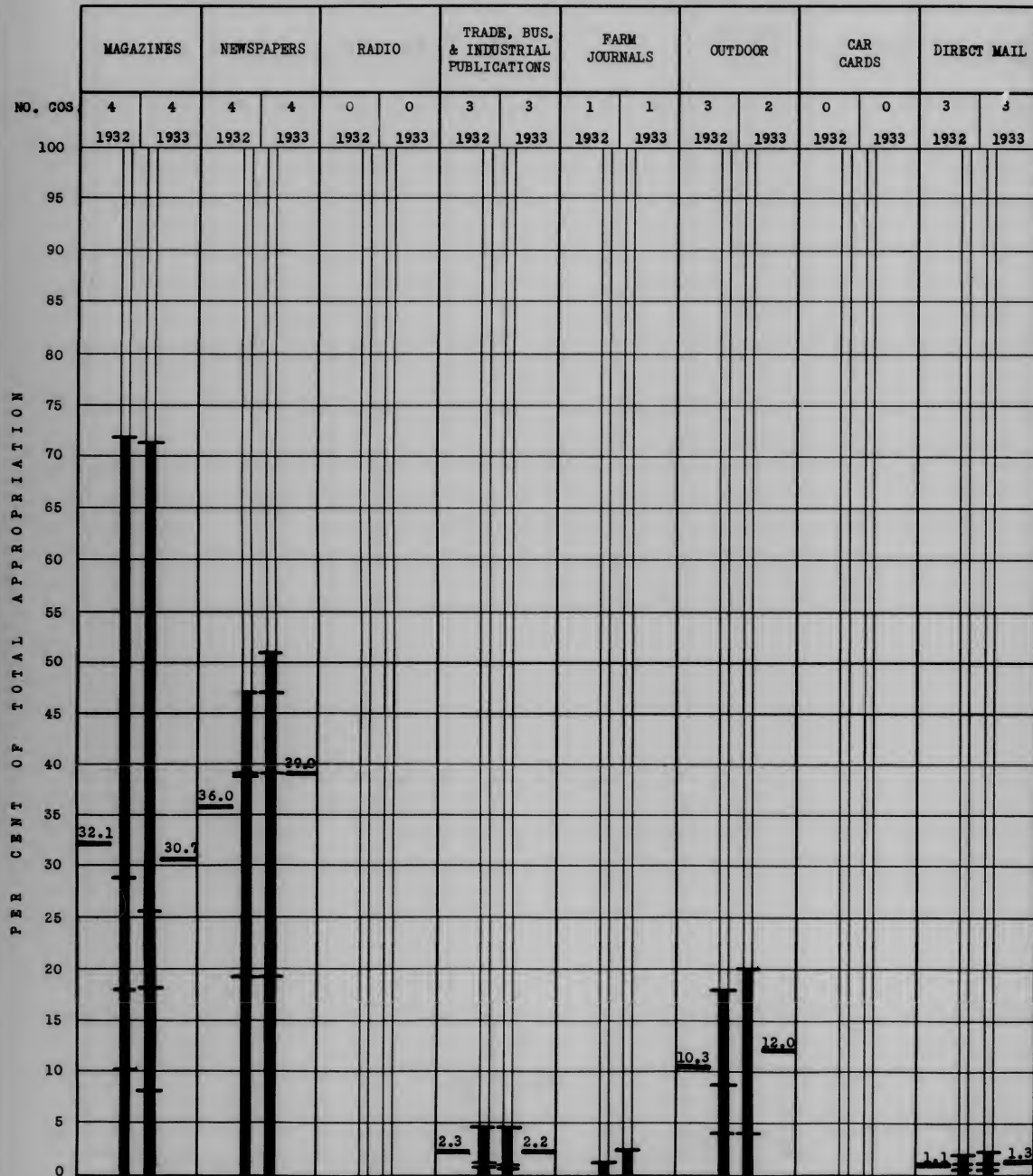


AGRICULTURAL EQUIPMENT & SUPPLIES

7 Companies - 1932
6 Companies - 1933

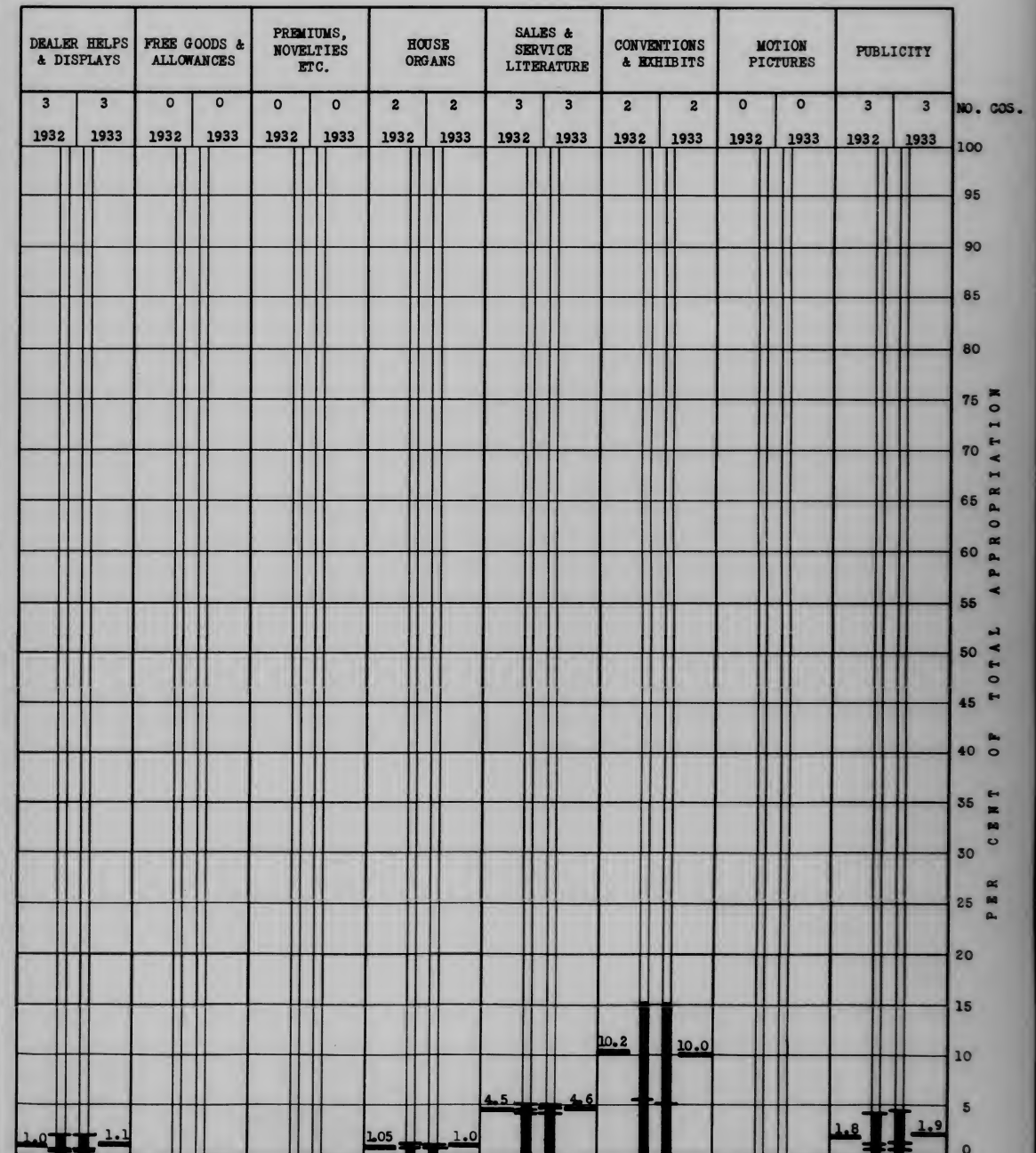


EXPENDITURES IN ADVERTISING MEDIA

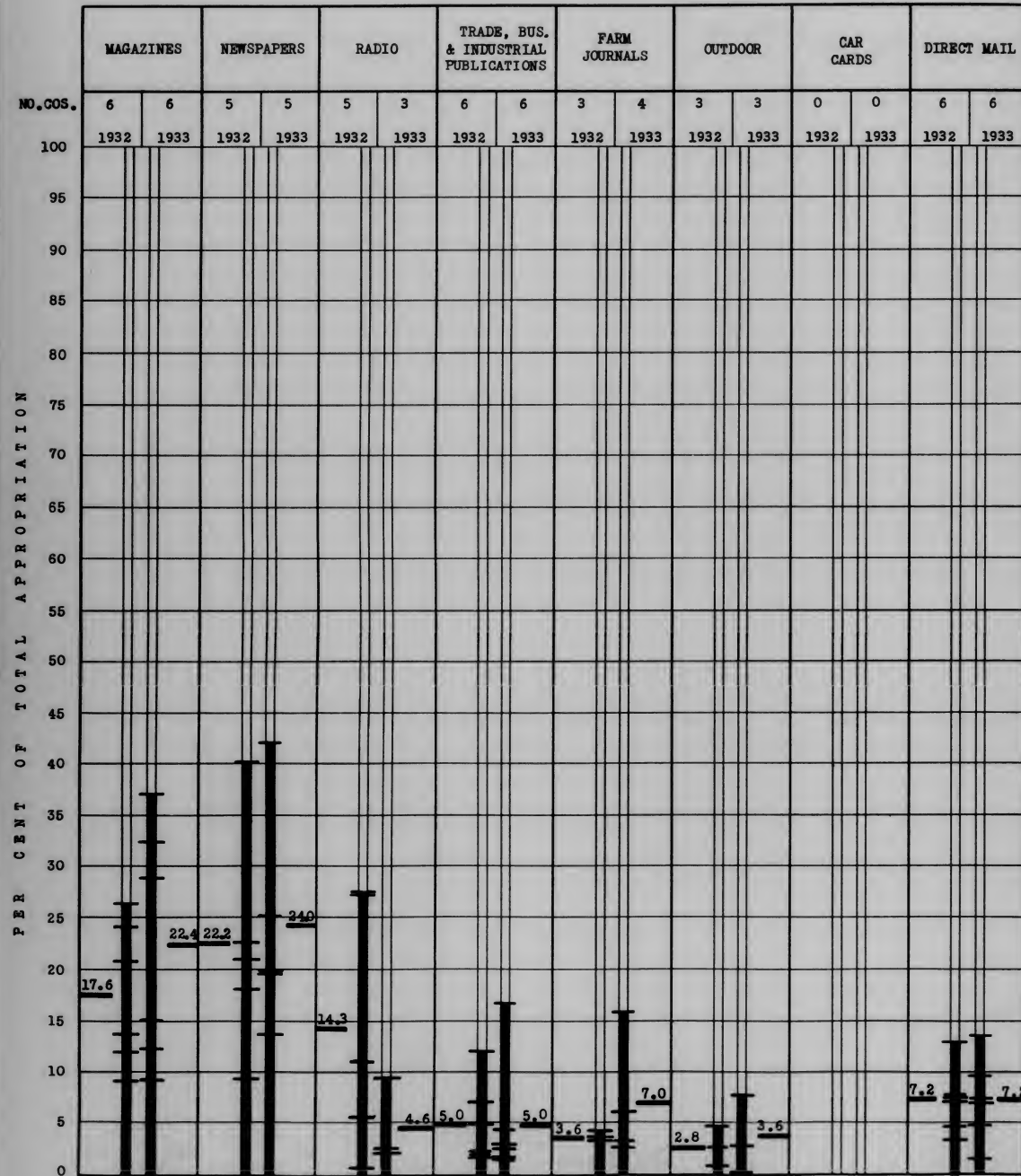


AUTOMOBILES

4 Companies - 1932
4 Companies - 1933



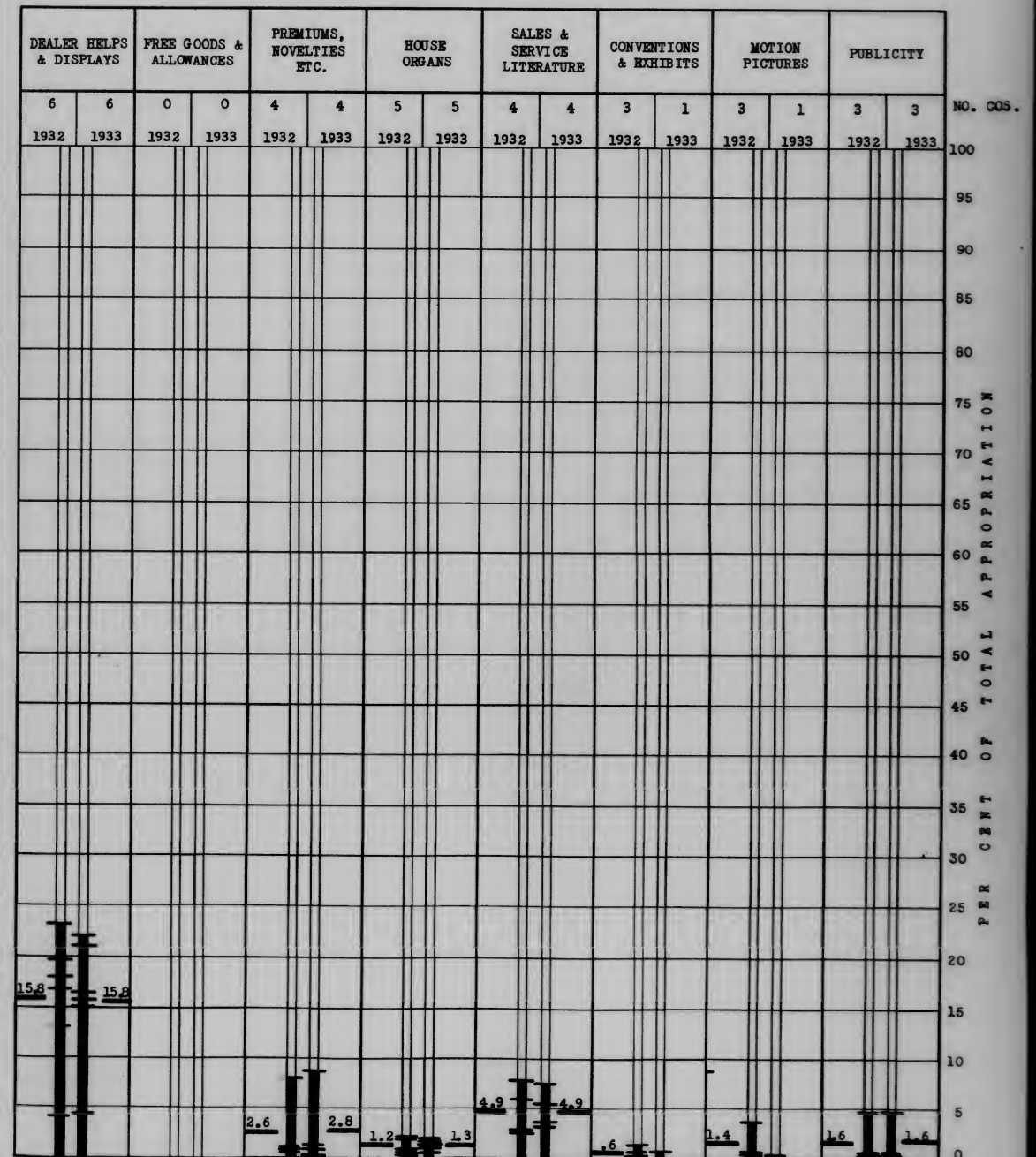
EXPENDITURES IN ADVERTISING MEDIA



Figures Indicate Average

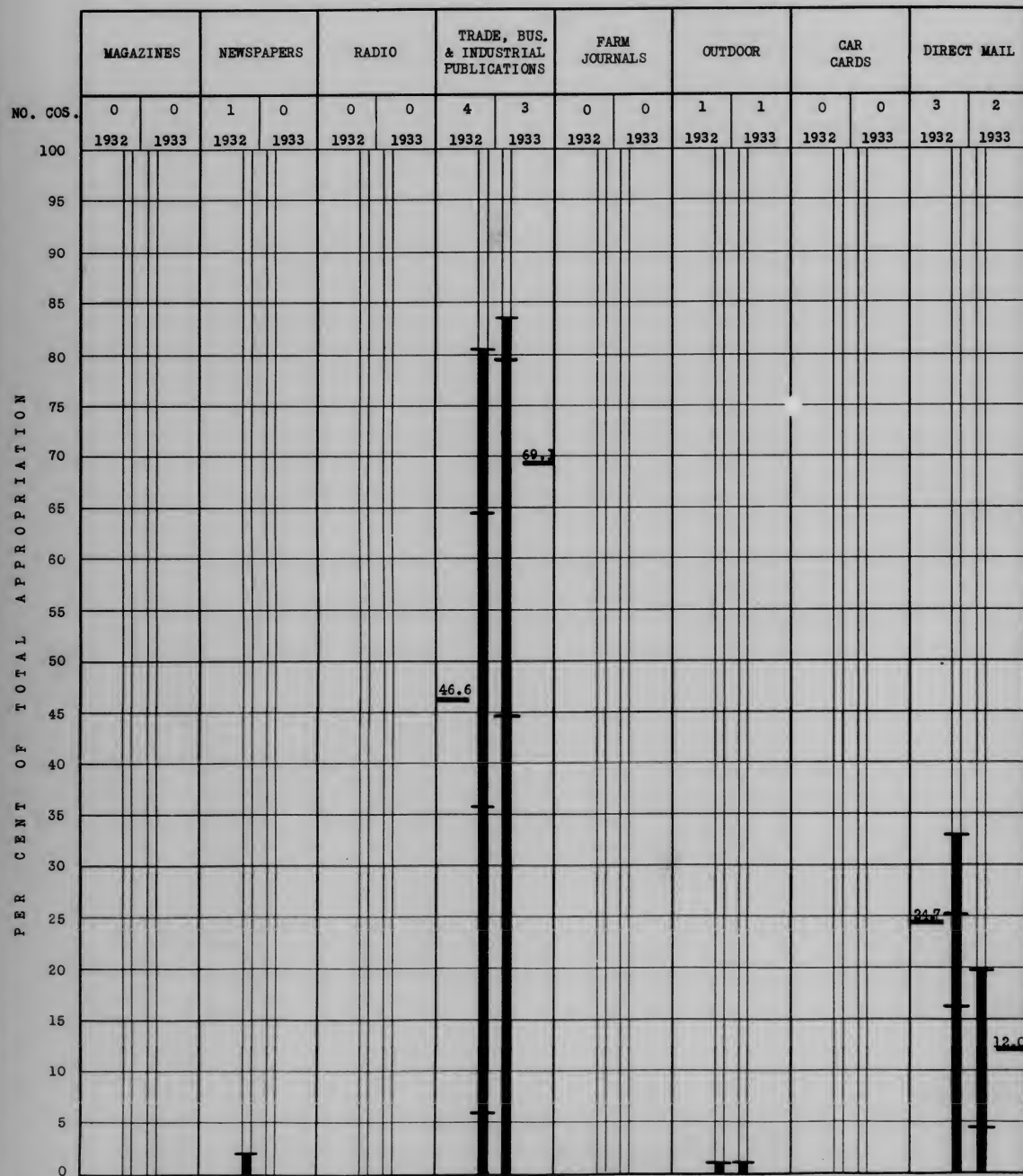
AUTO ACCESSORIES (Sold at Retail)

6 Companies - 1932
6 Companies - 1933



For Detailed Explanation of Chart See Page 7

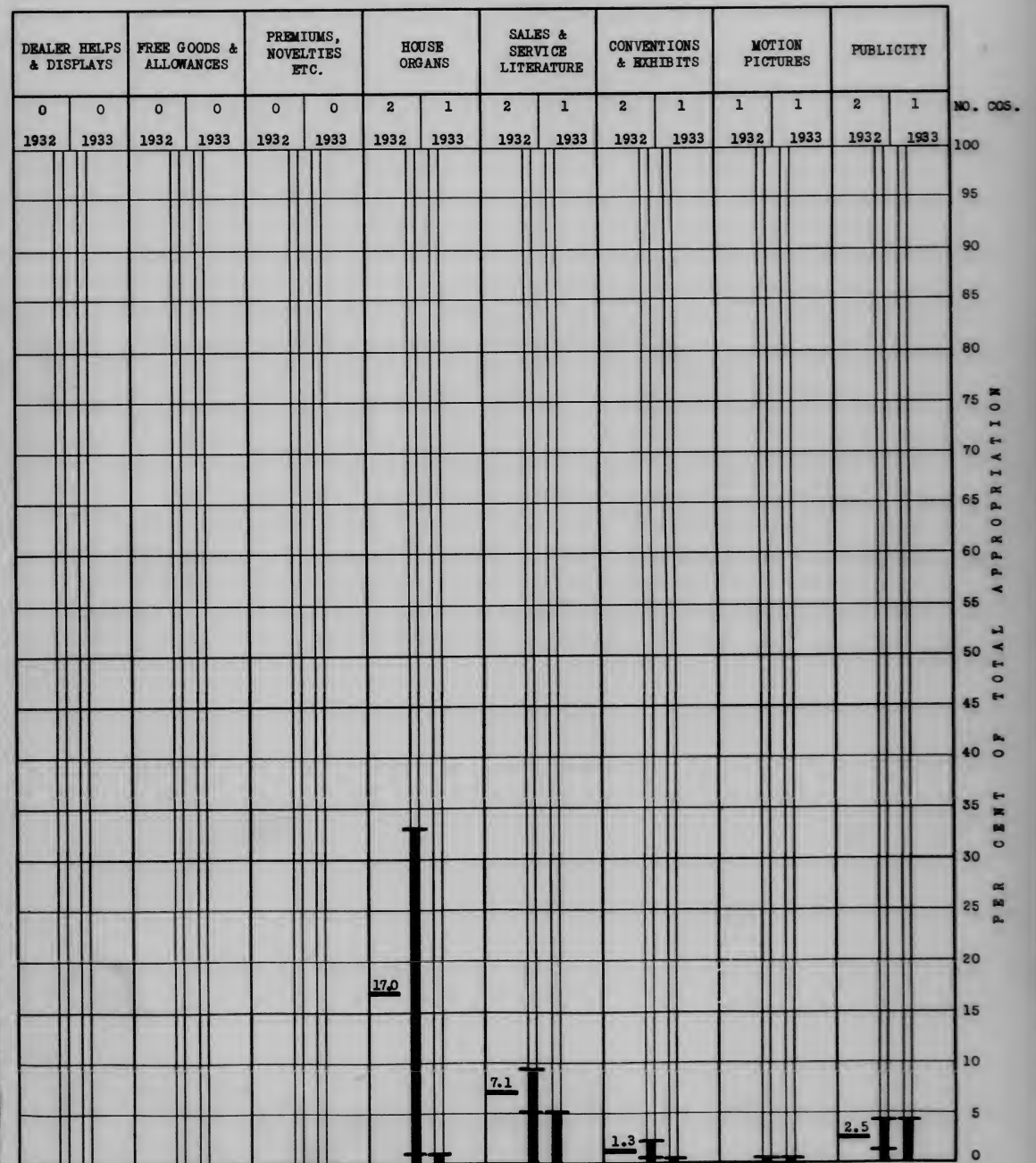
EXPENDITURES IN ADVERTISING MEDIA



Figures Indicate Average

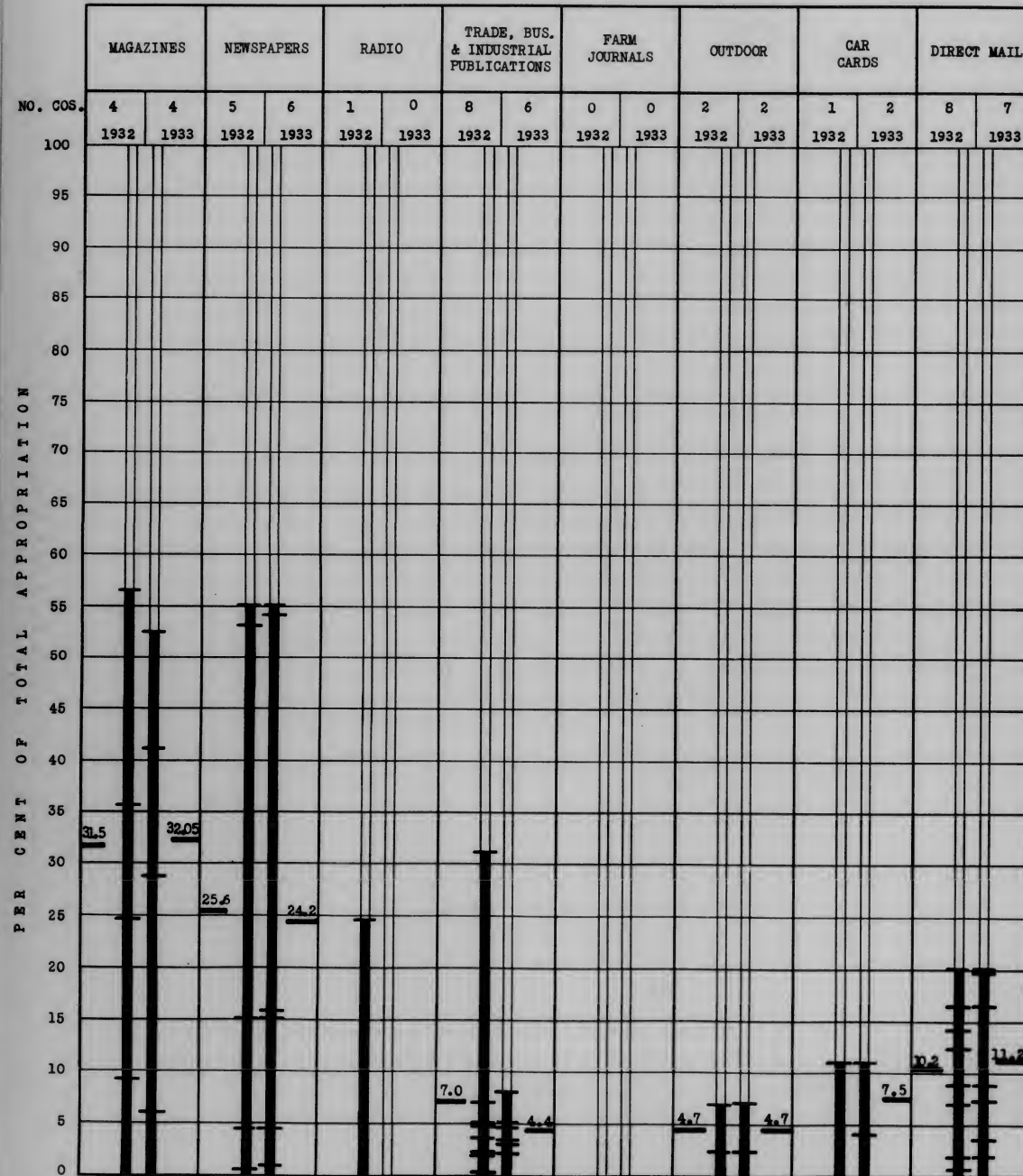
AUTO TRUCKS

4 Companies - 1932
3 Companies - 1933



For Detailed Explanation of Chart See Page 7

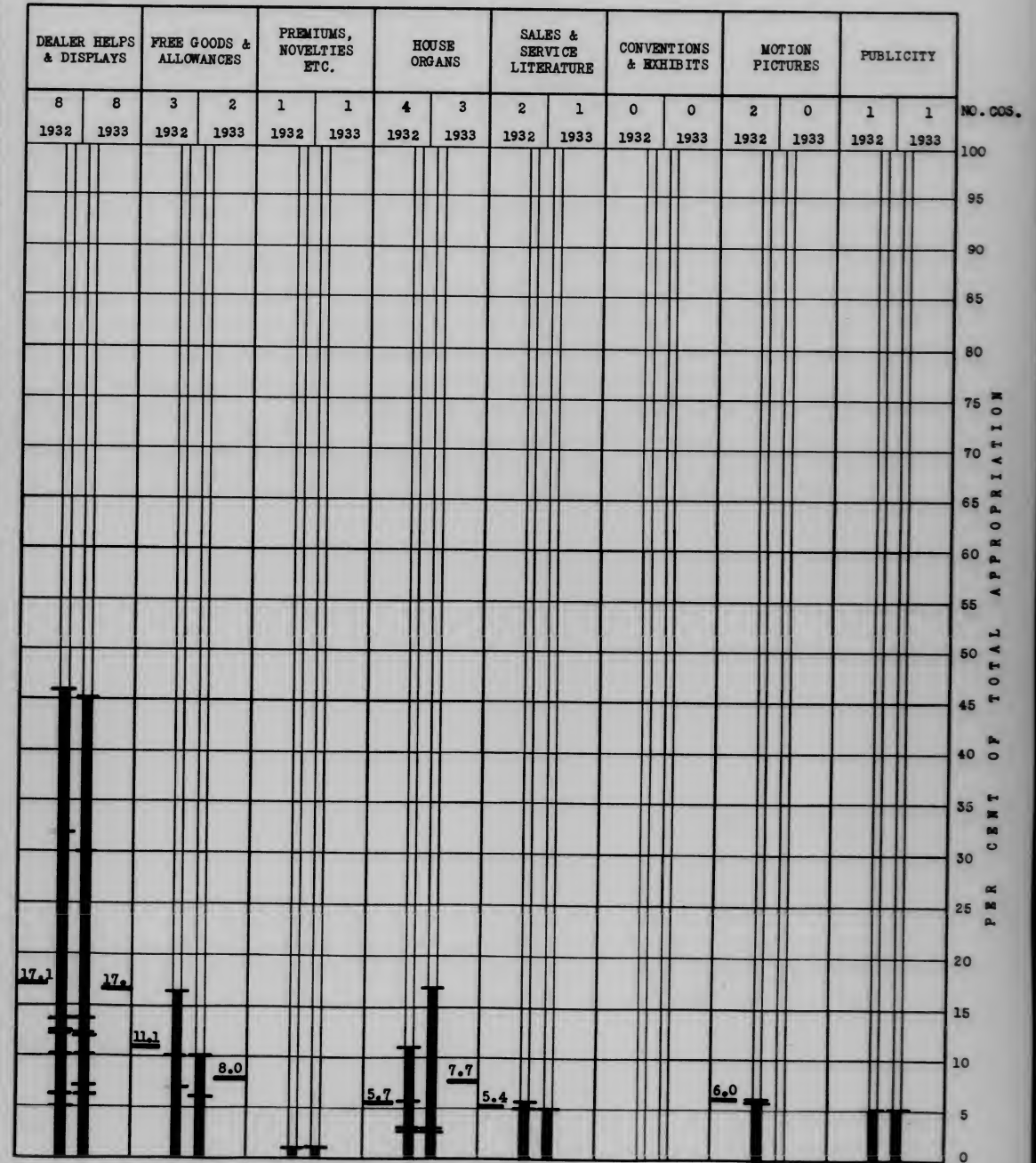
EXPENDITURES IN ADVERTISING MEDIA



Figures Indicate Average

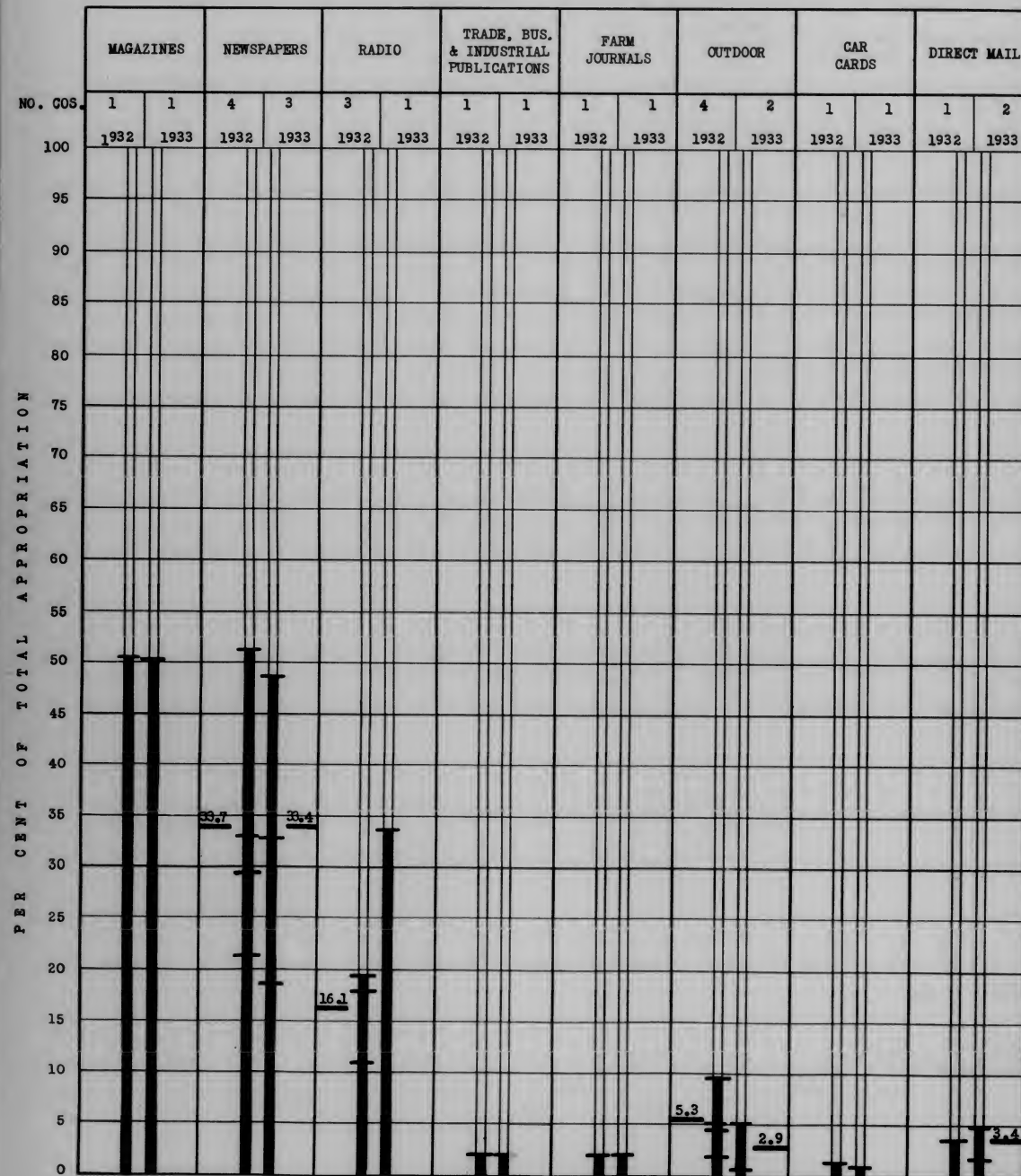
CLOTHING & ACCESSORIES (Not Including Knit Goods, Hosiery and Underwear)

9 Companies - 1932
8 Companies - 1933



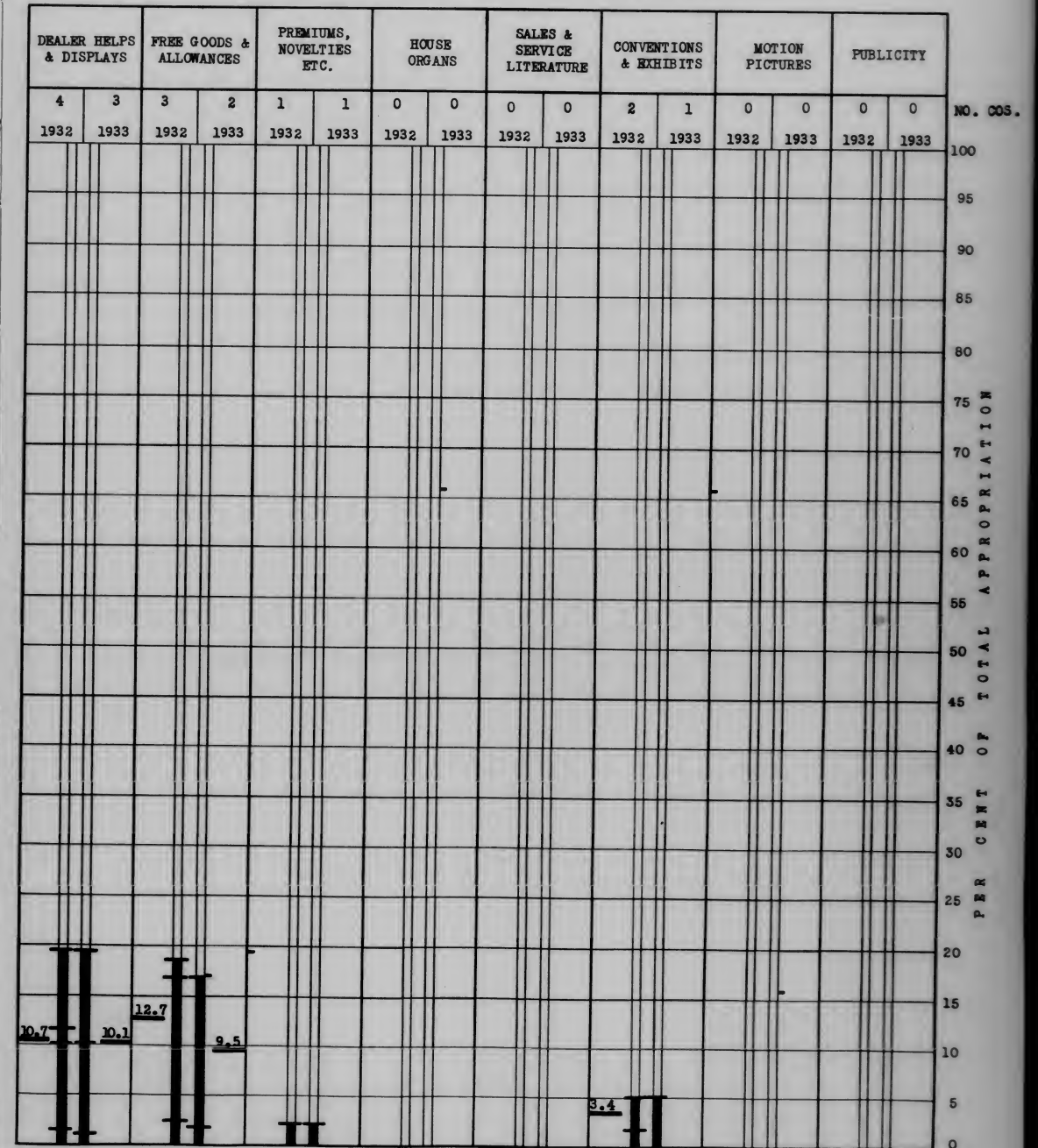
For Detailed Explanation of Chart See Page 7

EXPENDITURES IN ADVERTISING MEDIA

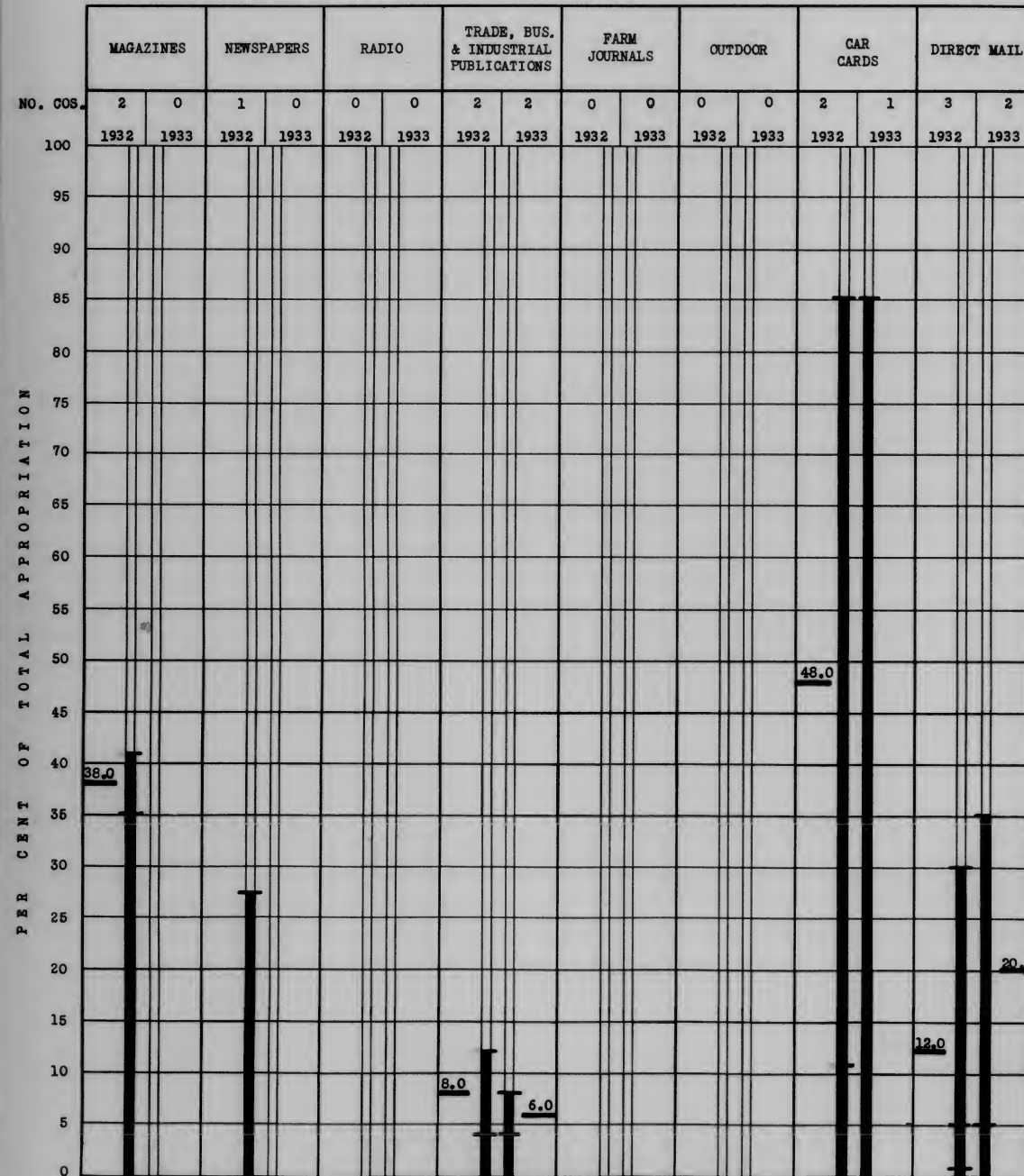


COFFEE & TEA

4 Companies - 1932
3 Companies - 1933



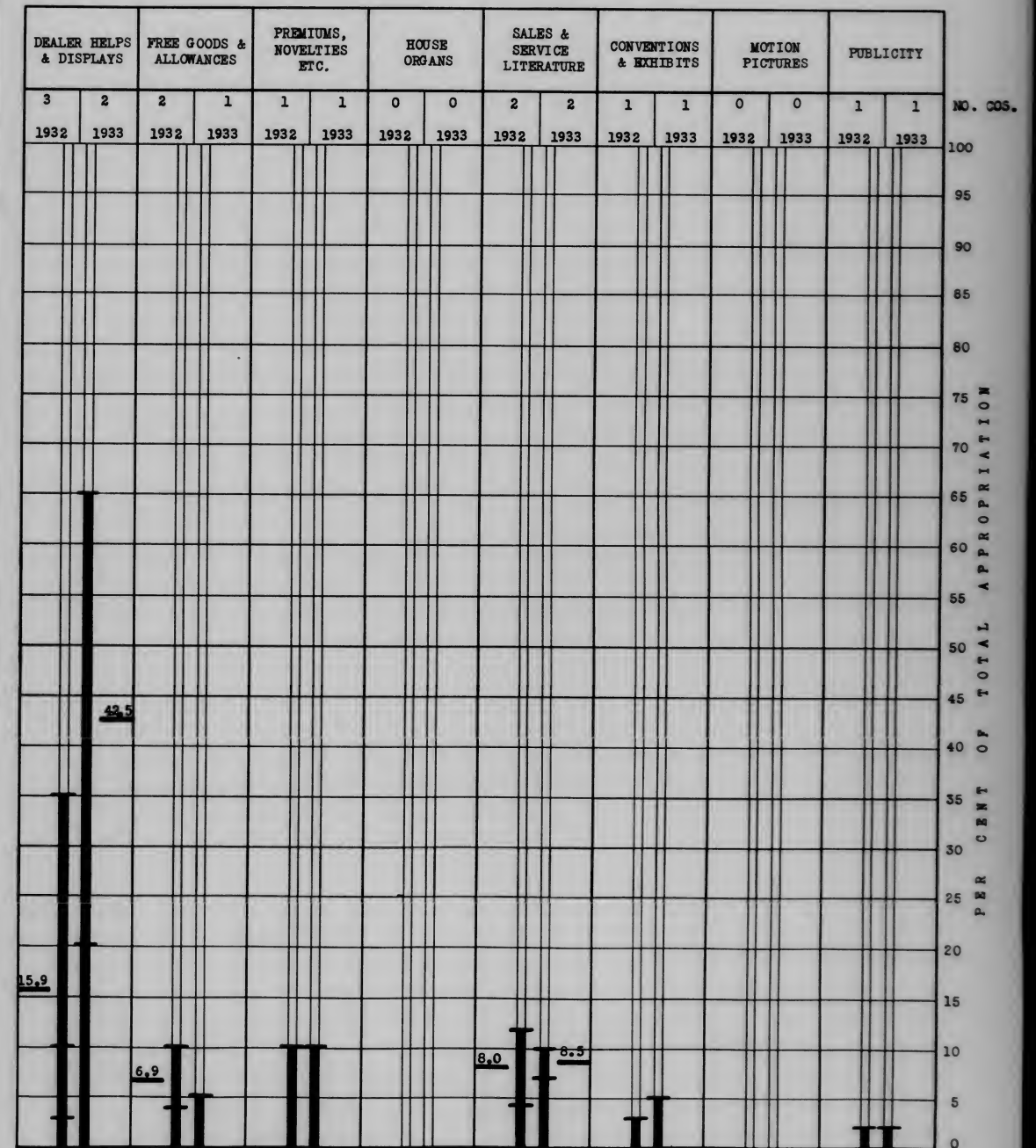
EXPENDITURES IN ADVERTISING MEDIA



Figures Indicate Average

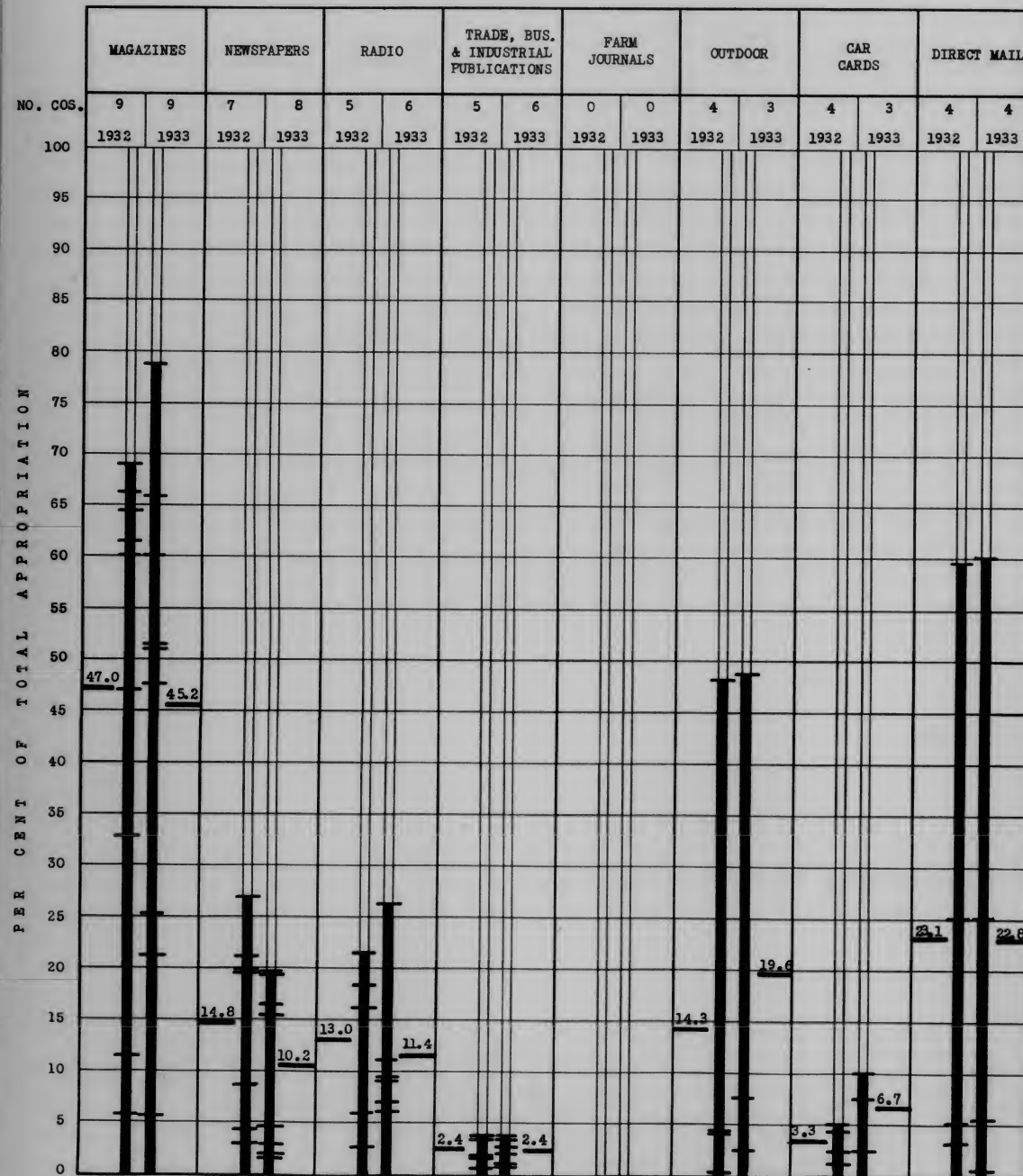
CONFECTIONS

4 Companies - 1932
3 Companies - 1933



For Detailed Explanation of Chart See Page 7

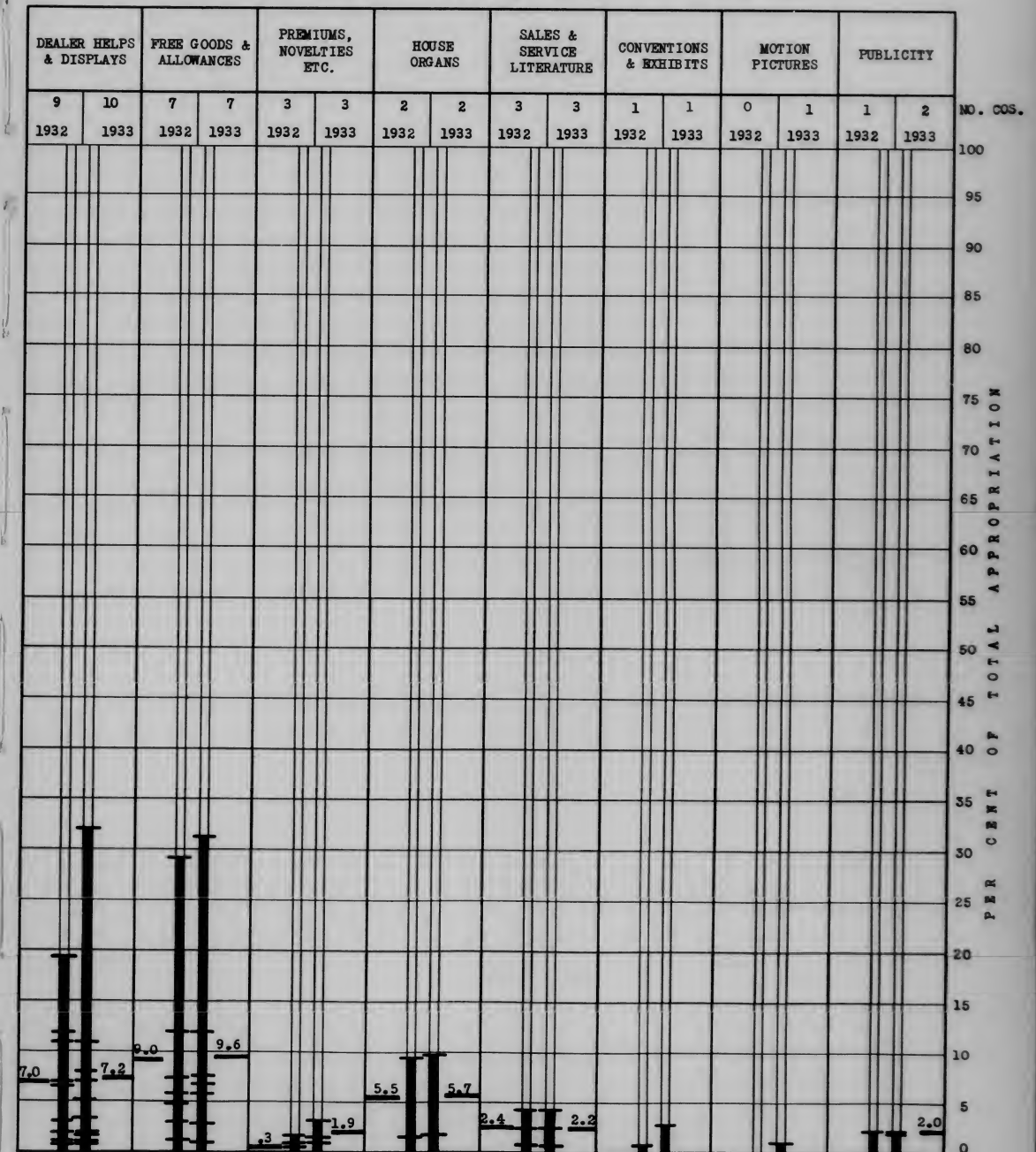
EXPENDITURES IN ADVERTISING MEDIA



Figures Indicate Average

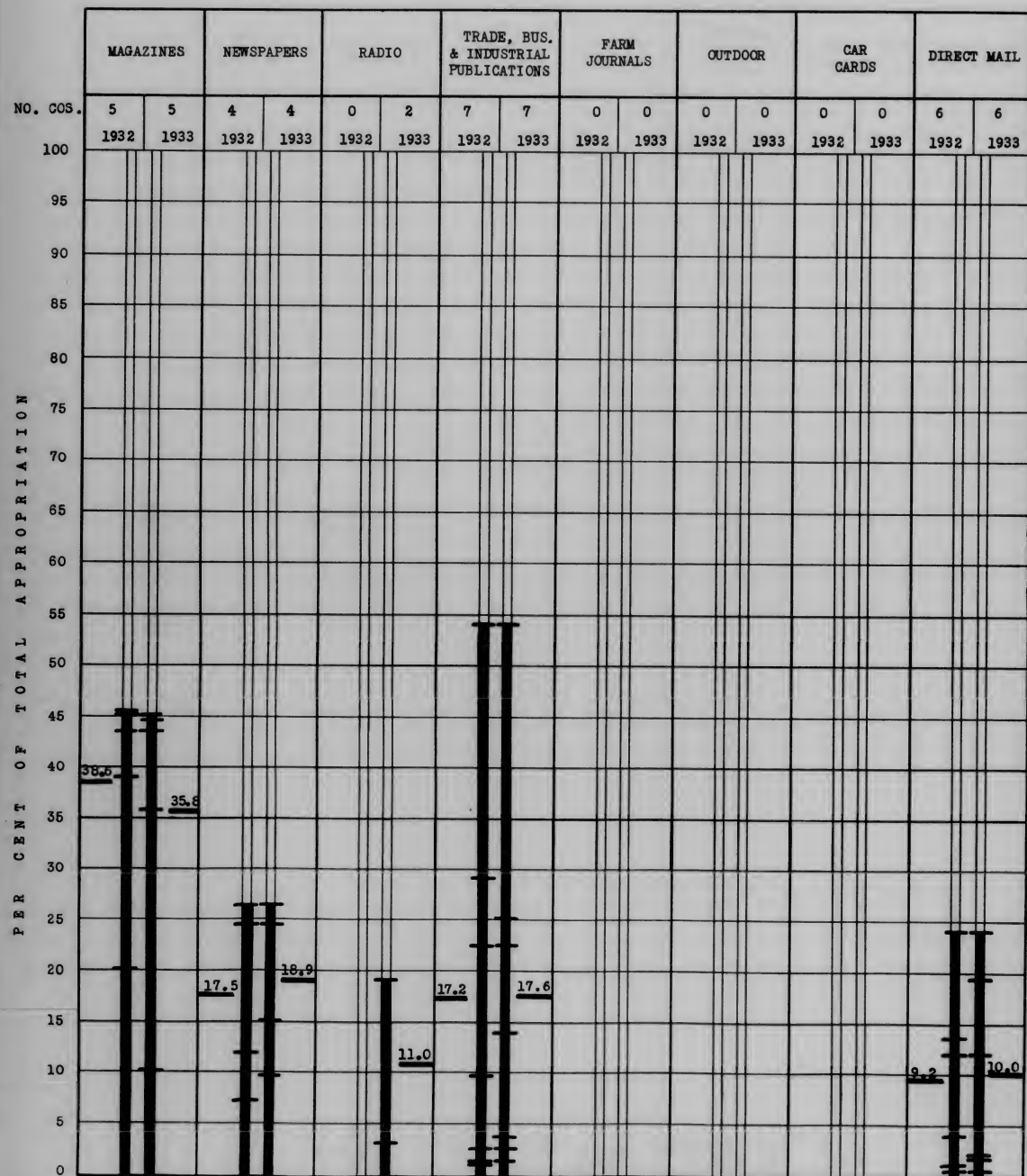
DRUGS & TOILET ARTICLES (Not Including Proprietary Medicines and Drug Sundries)

10 Companies - 1932
10 Companies - 1933



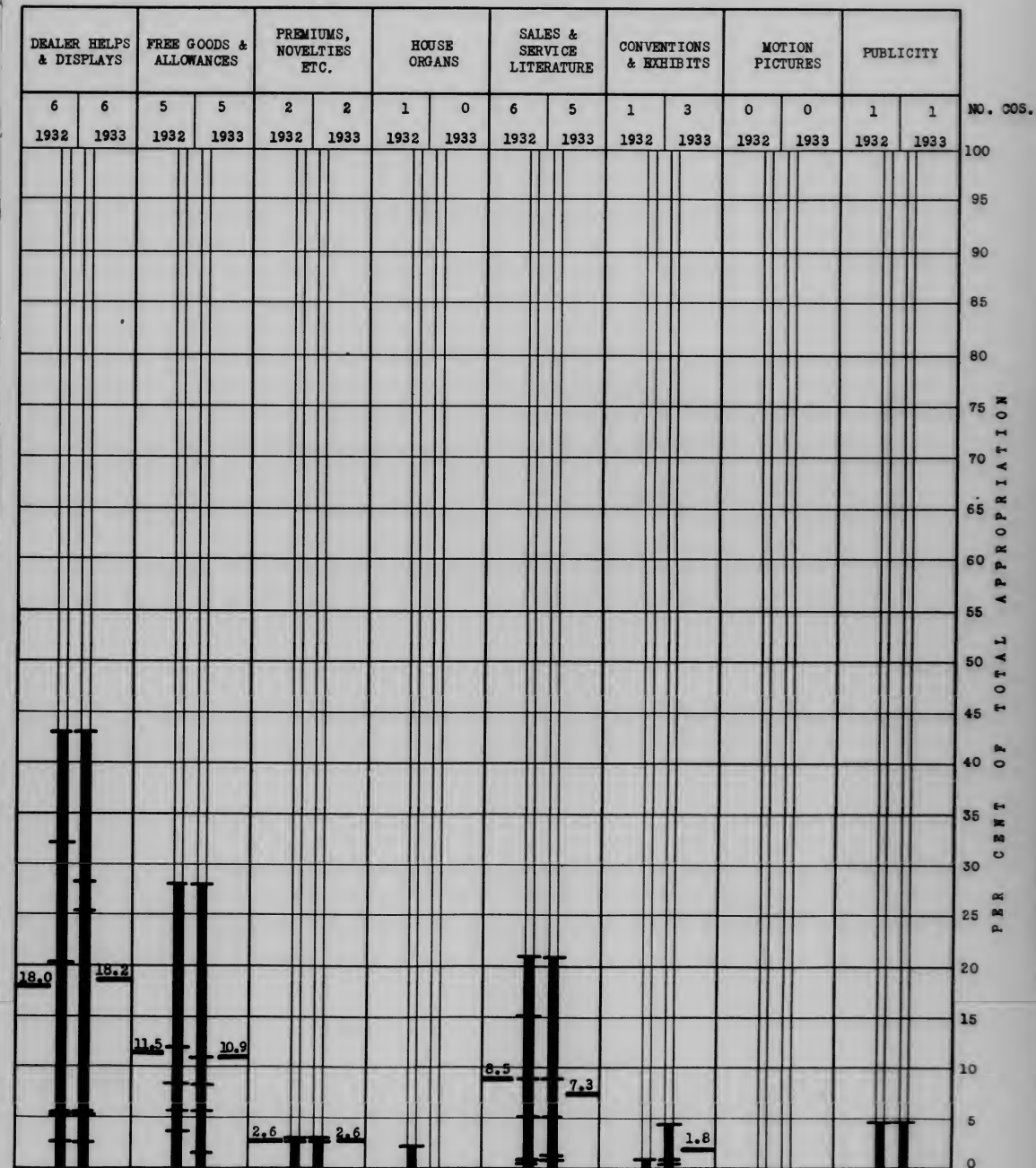
For Detailed Explanation of Chart See Page 7

EXPENDITURES IN ADVERTISING MEDIA

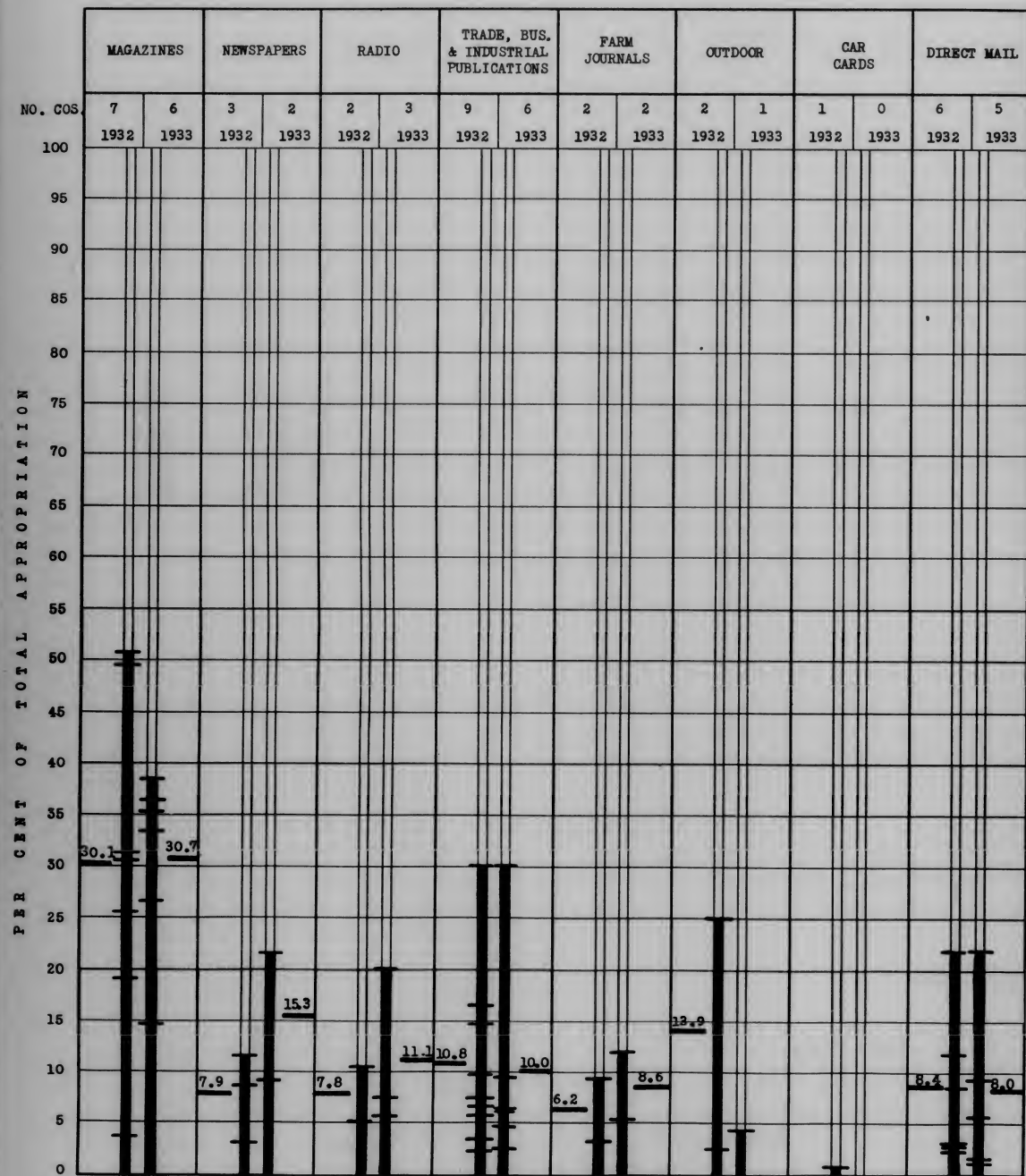


DRUG SUNDRIES

8 Companies - 1932
8 Companies - 1933

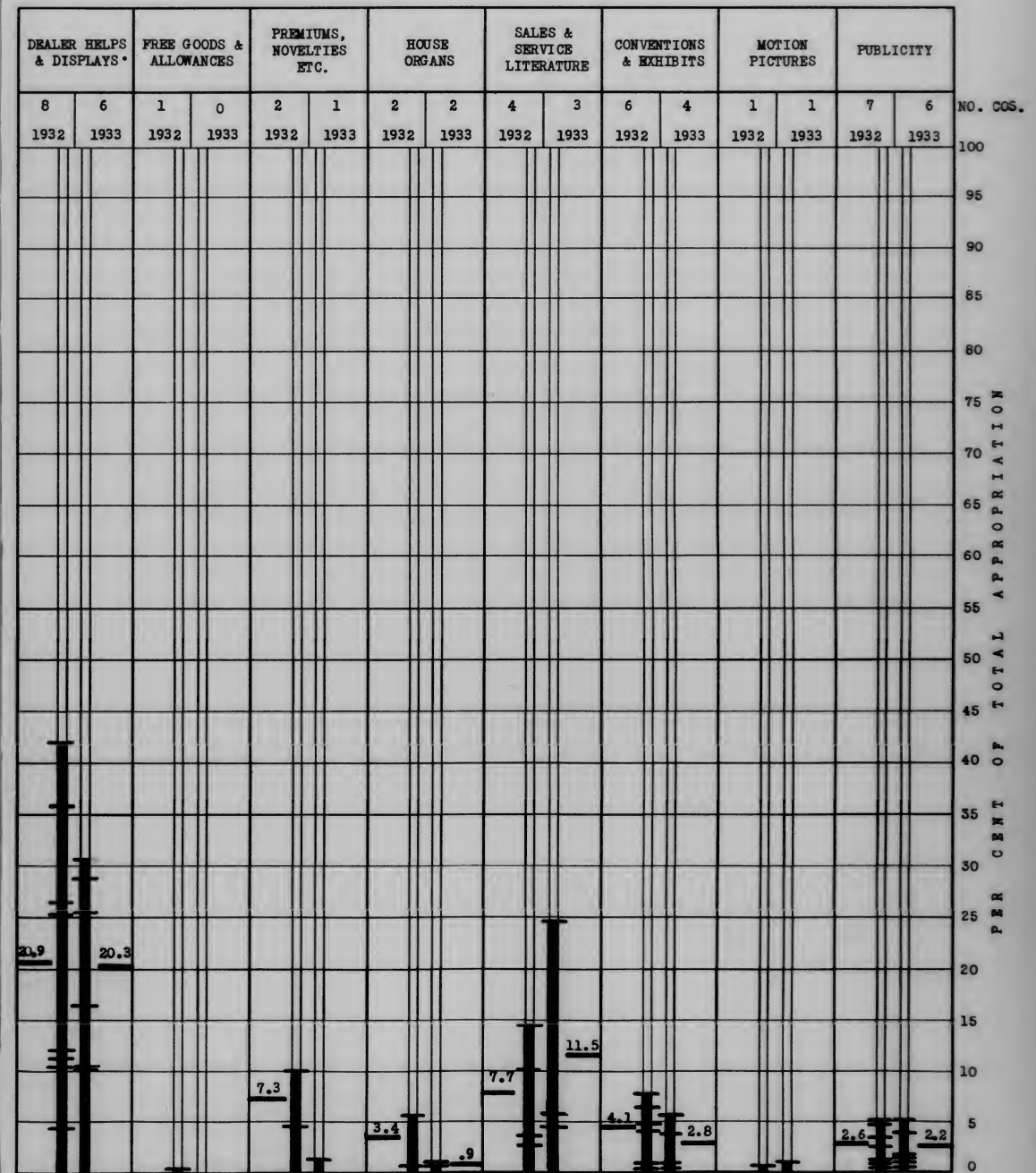


EXPENDITURES IN ADVERTISING MEDIA



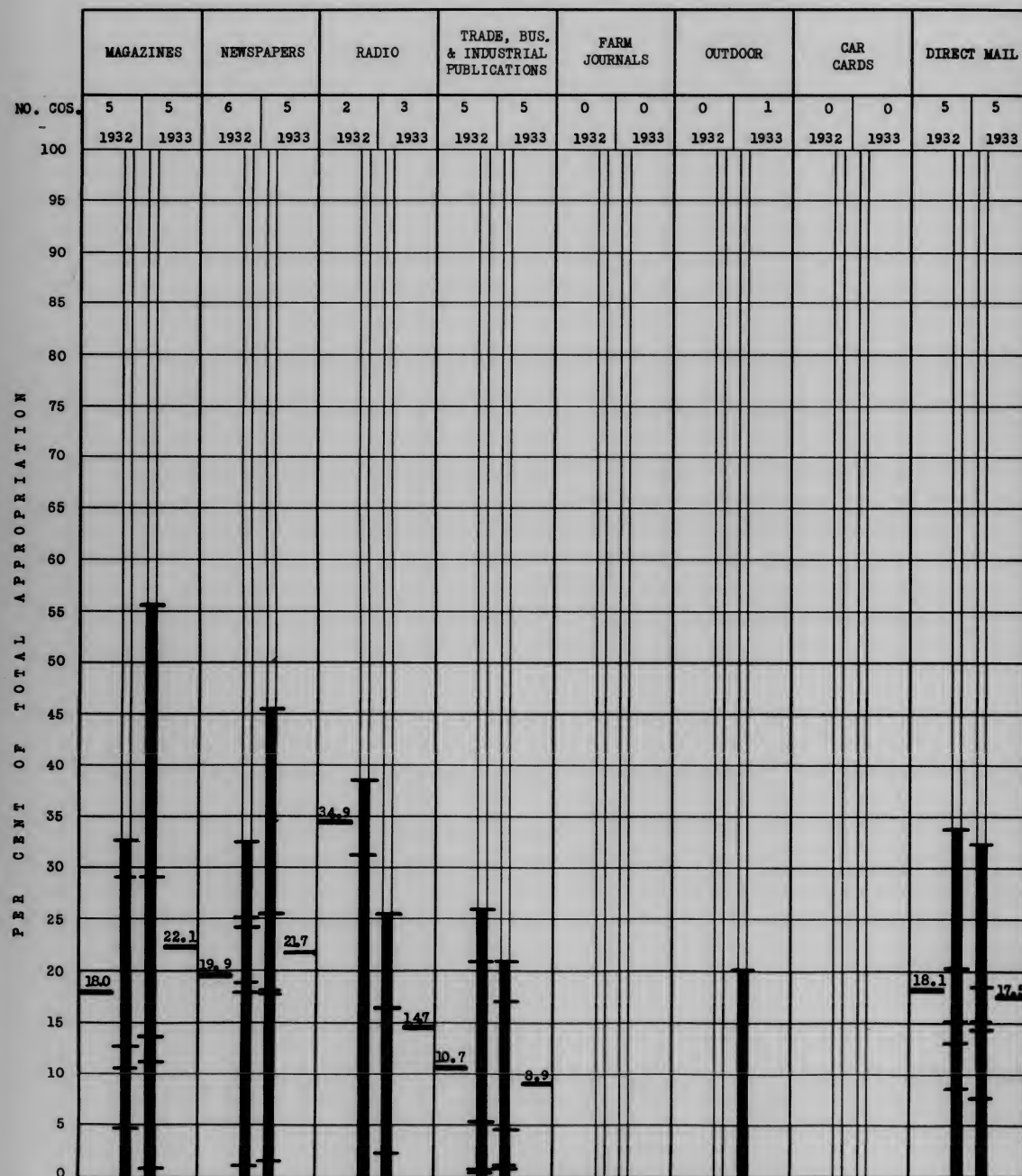
Figures Indicate Average

ELECTRICAL EQUIPMENT & SUPPLIES

9 Companies - 1932
7 Companies - 1933

For Detailed Explanation of Chart See Page 7

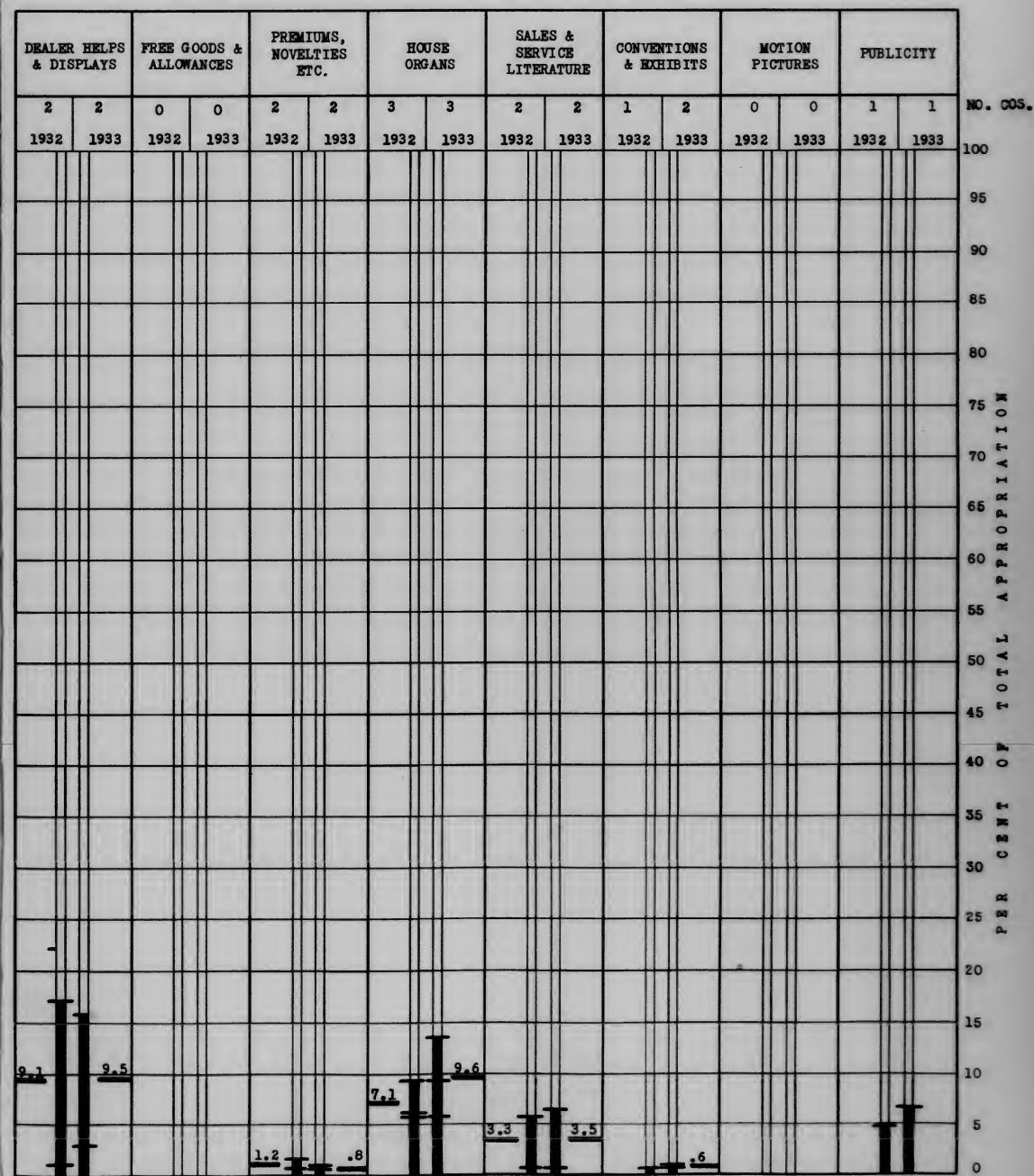
EXPENDITURES IN ADVERTISING MEDIA



Figures Indicate Average

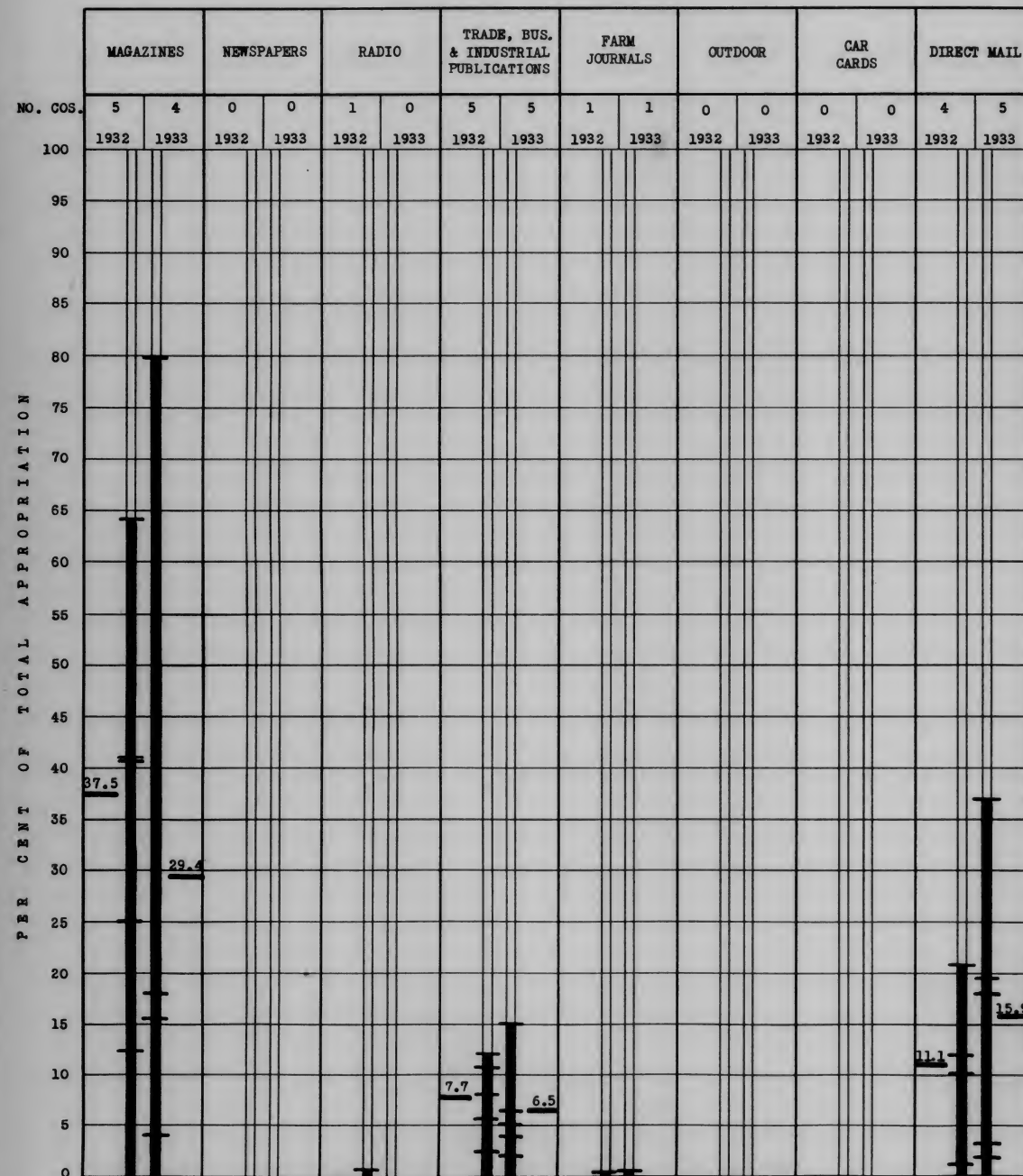
FINANCIAL & INSURANCE

6 Companies - 1932
6 Companies - 1933

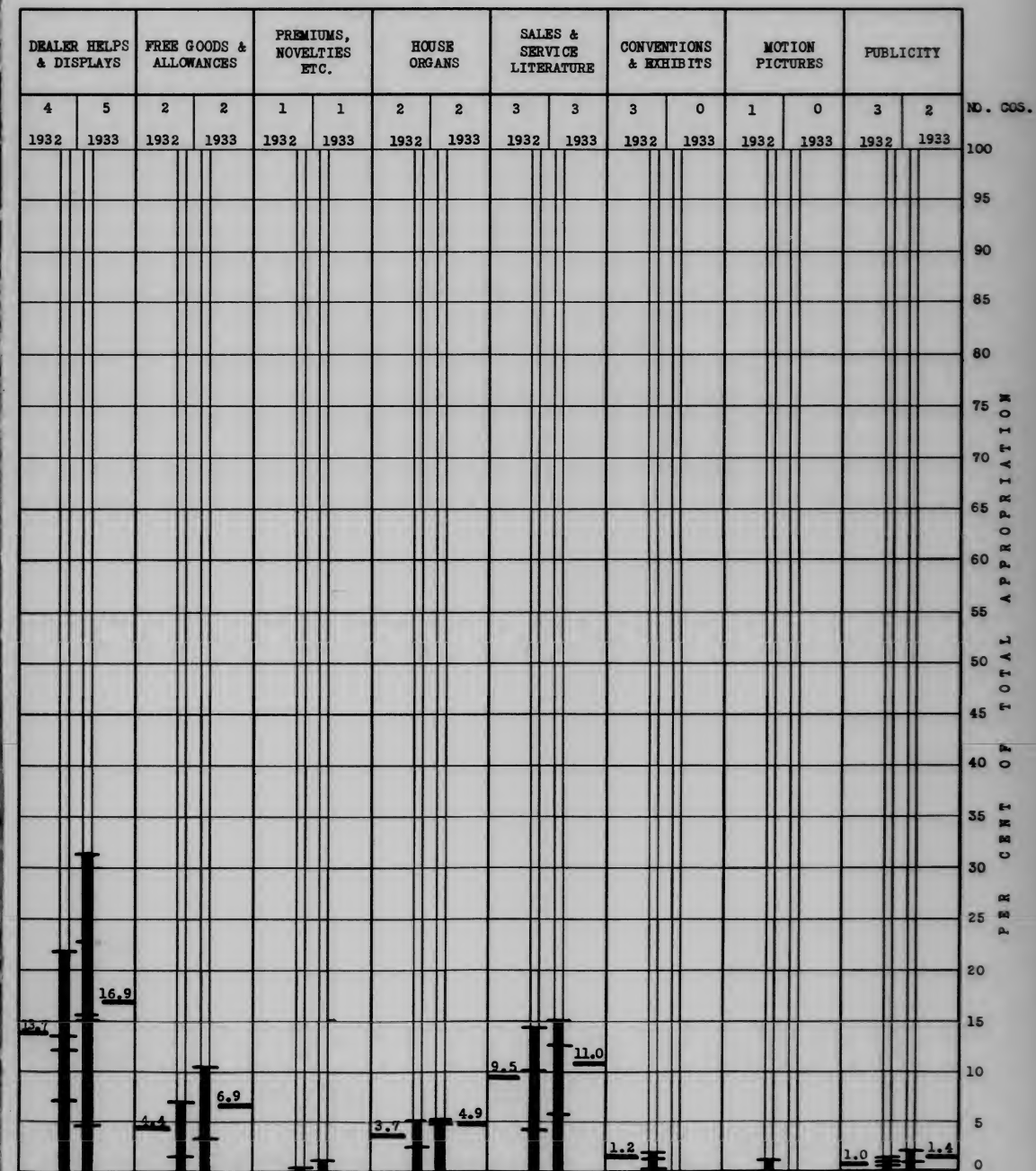


For Detailed Explanation of Chart See Page 7

EXPENDITURES IN ADVERTISING MEDIA

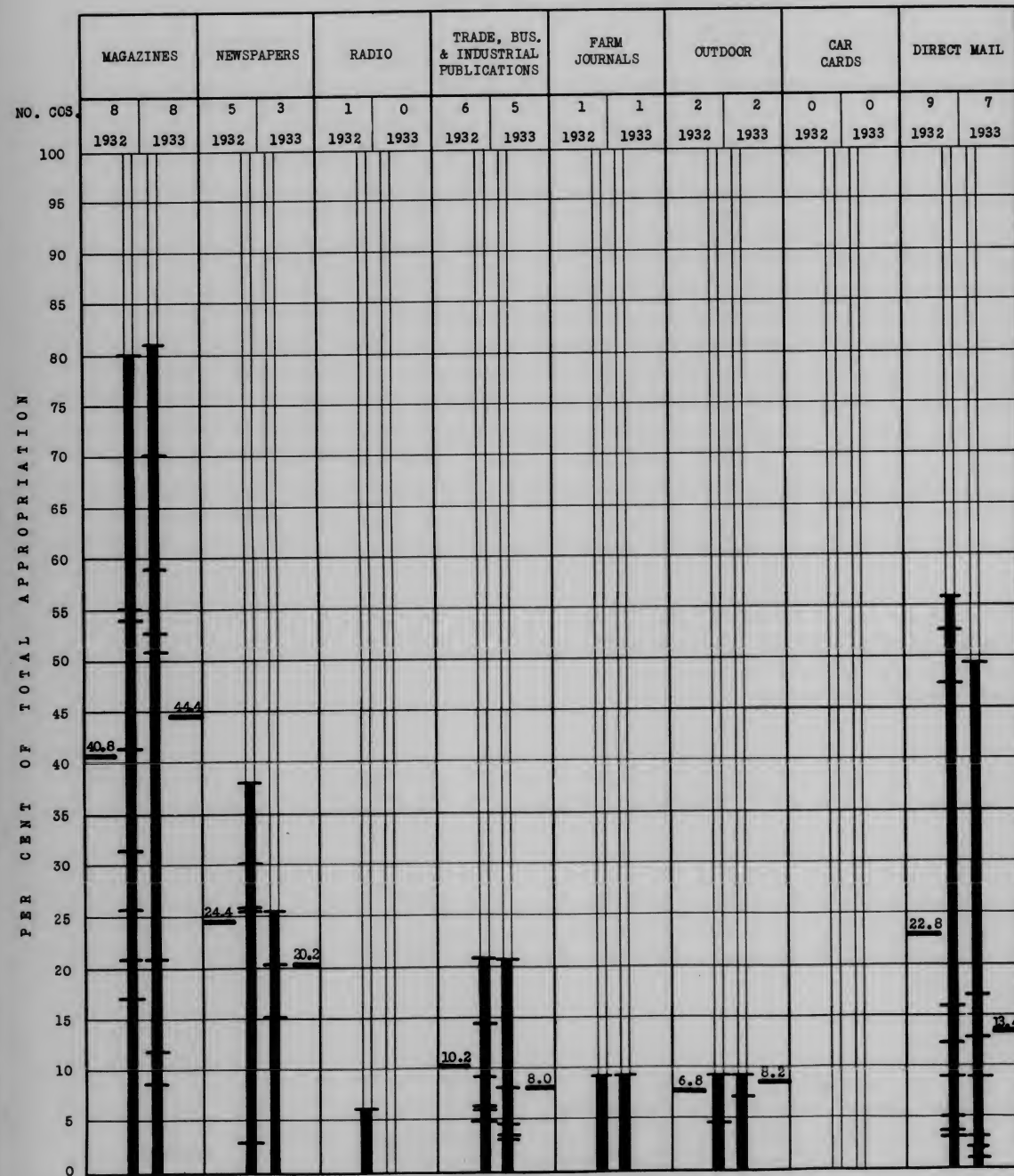


Figures Indicate Average

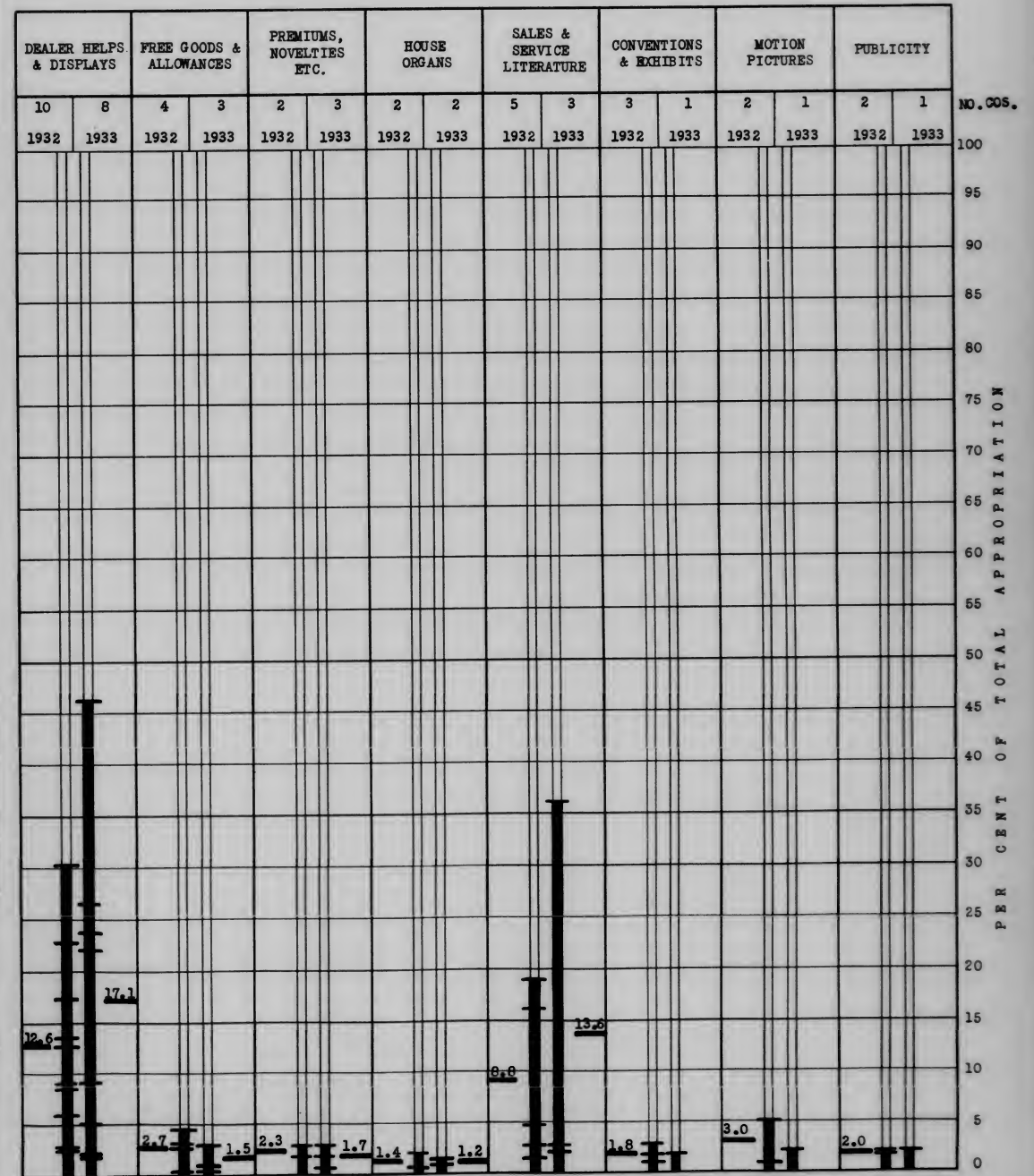
FLOOR COVERINGS
(Rugs, Carpets, Linoleum, etc.)5 Companies - 1932
5 Companies - 1933

For Detailed Explanation of Chart See Page 7

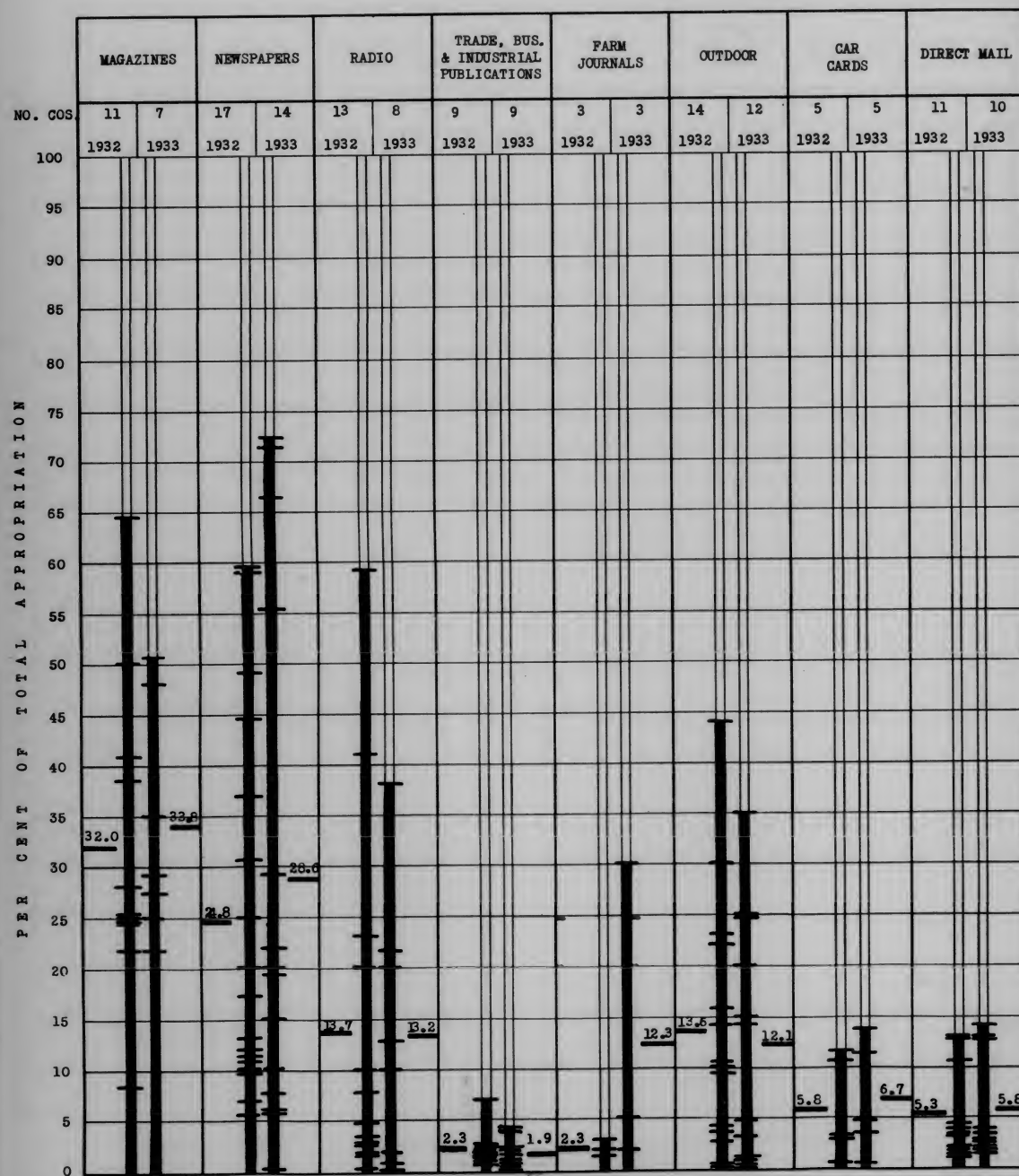
EXPENDITURES IN ADVERTISING MEDIA



FURNITURE, HOME FURNISHINGS, & SUPPLIES

 11 Companies - 1932
 9 Companies - 1933


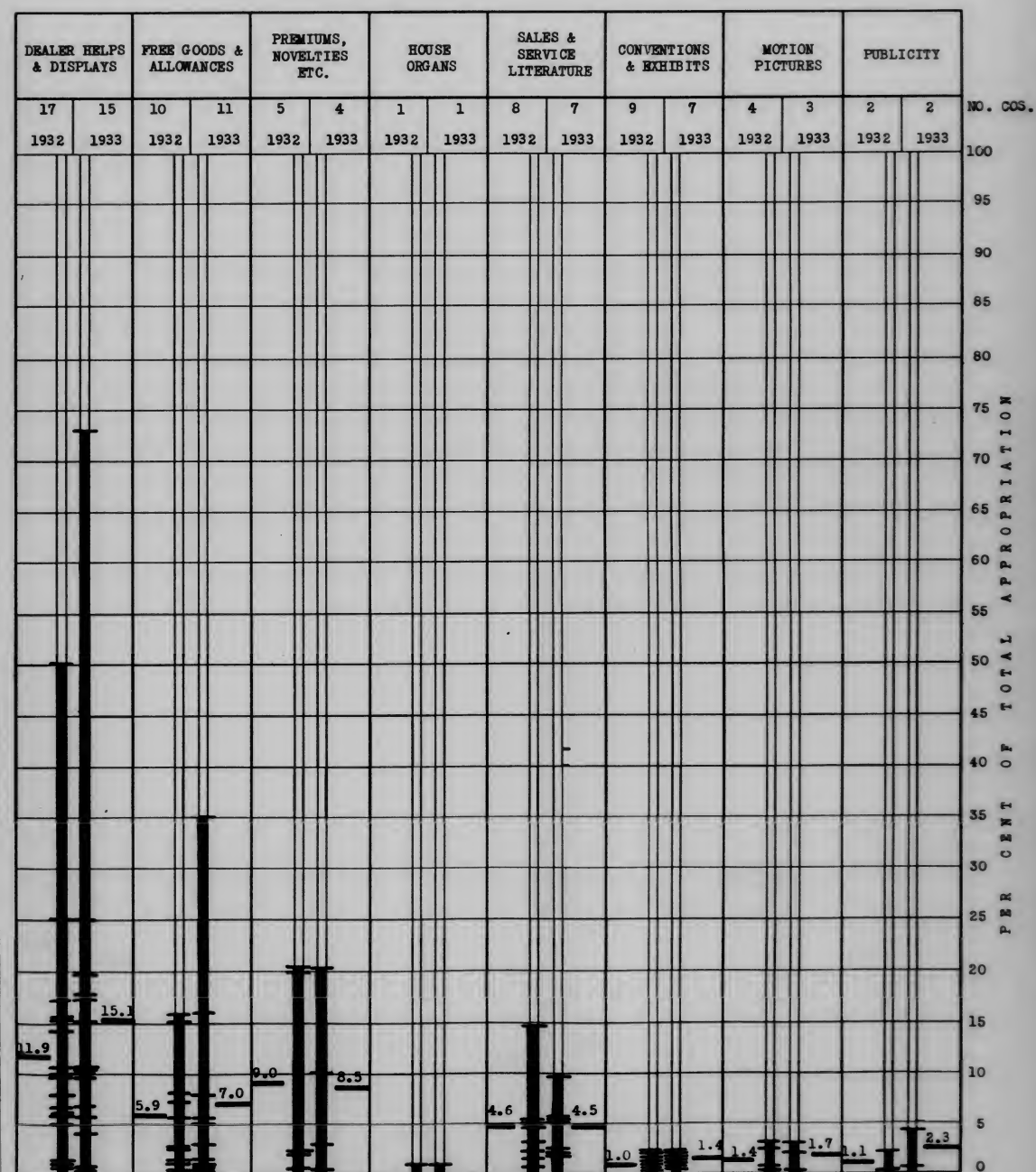
EXPENDITURES IN ADVERTISING MEDIA



Figures Indicate Average

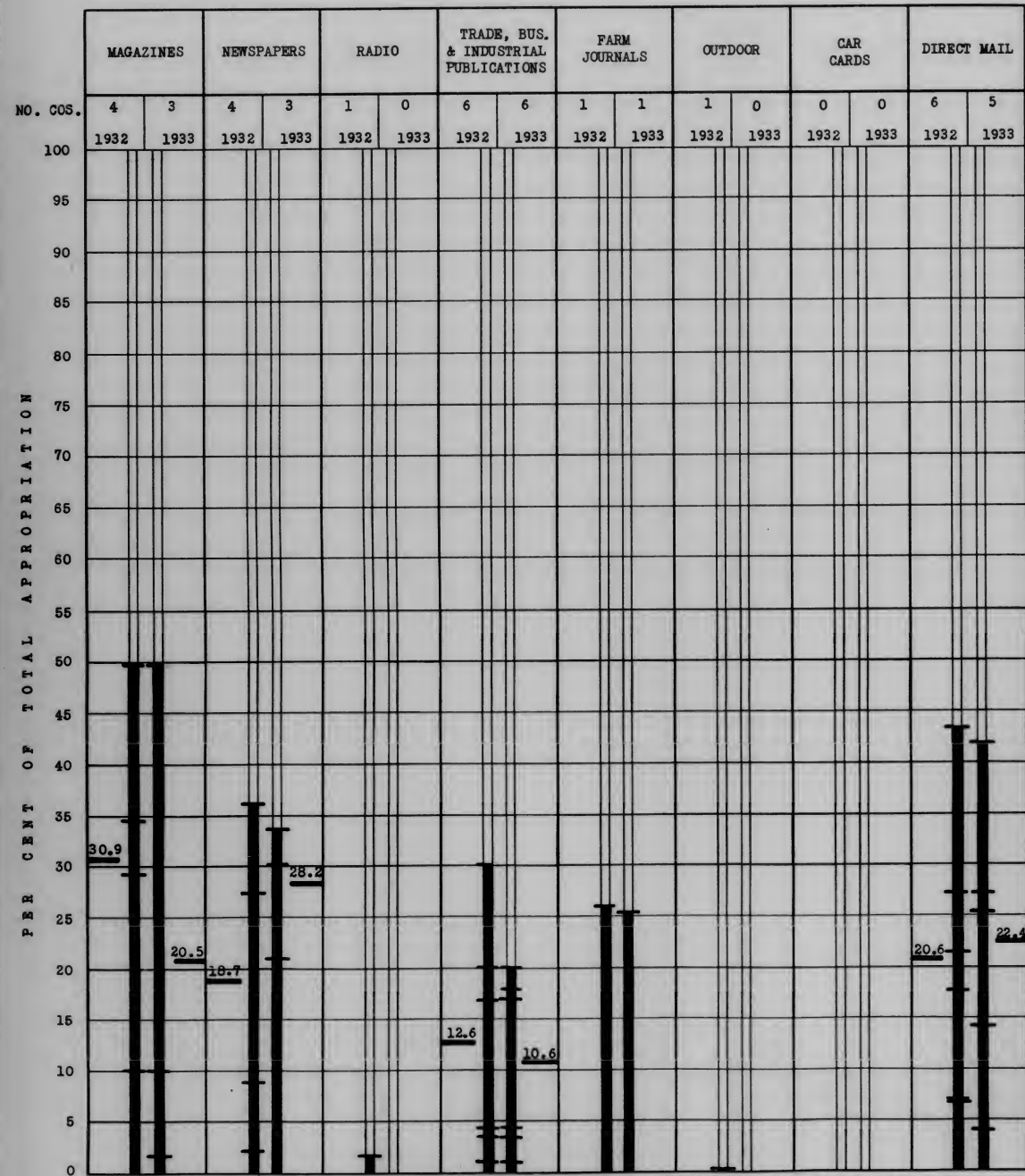
GROCERY PRODUCTS (Not Including Coffee and Tea)

18 Companies - 1932
16 Companies - 1933



For Detailed Explanation of Chart See Page 7

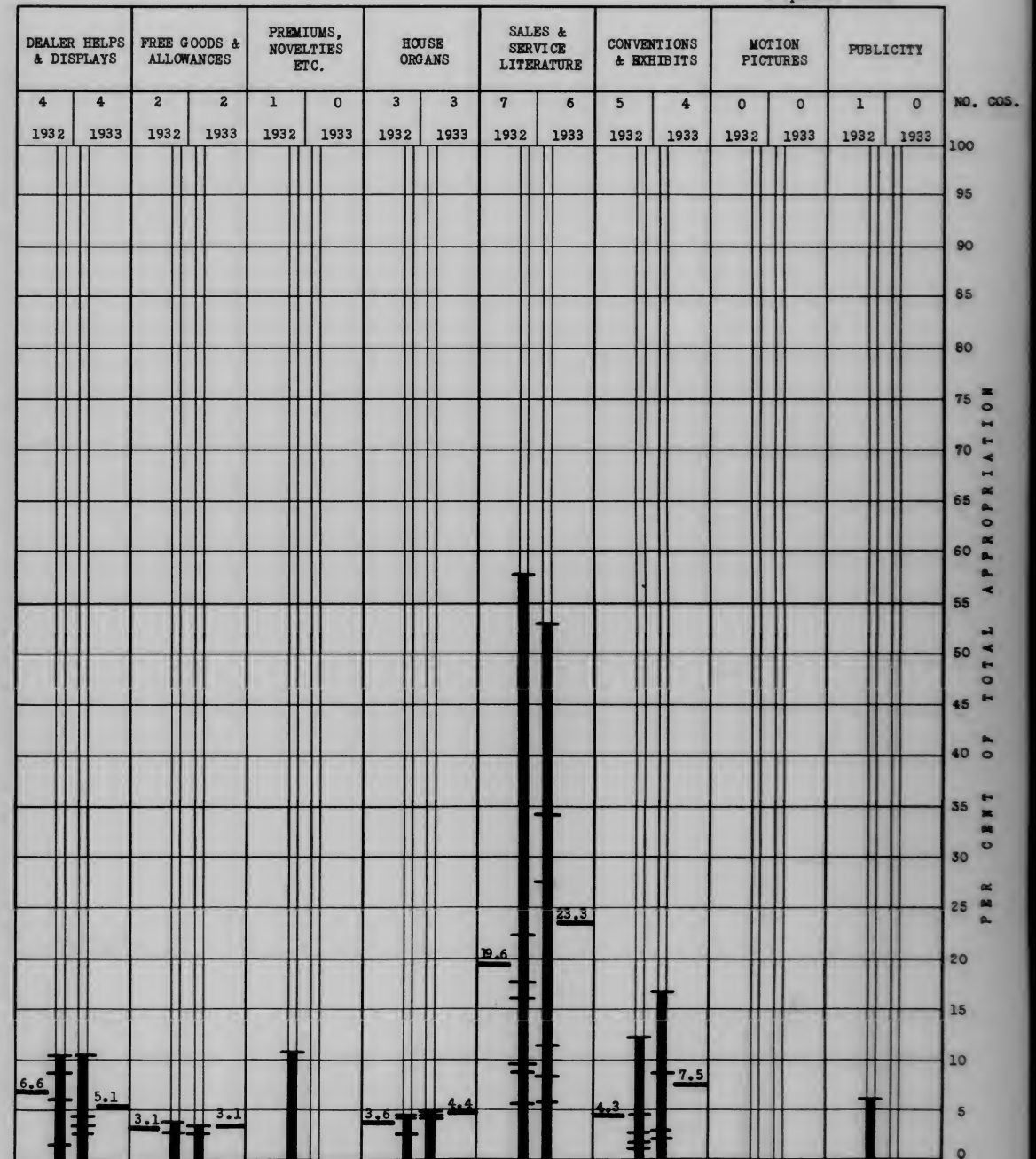
EXPENDITURES IN ADVERTISING MEDIA



Figures Indicate Average

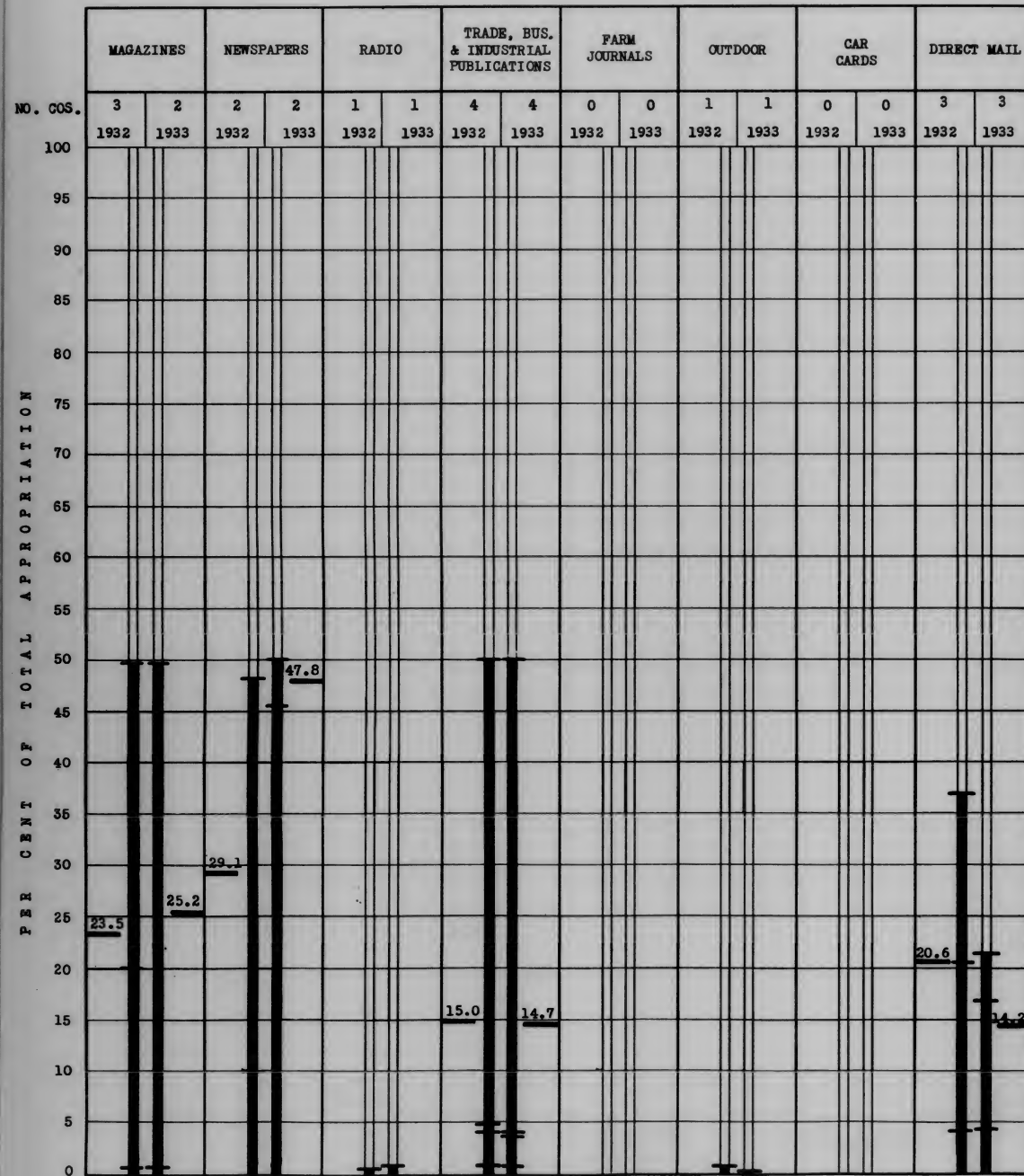
HEATING, AIR CONDITIONING & REFRIGERATION EQUIPMENT

8 Companies - 1932
7 Companies - 1933



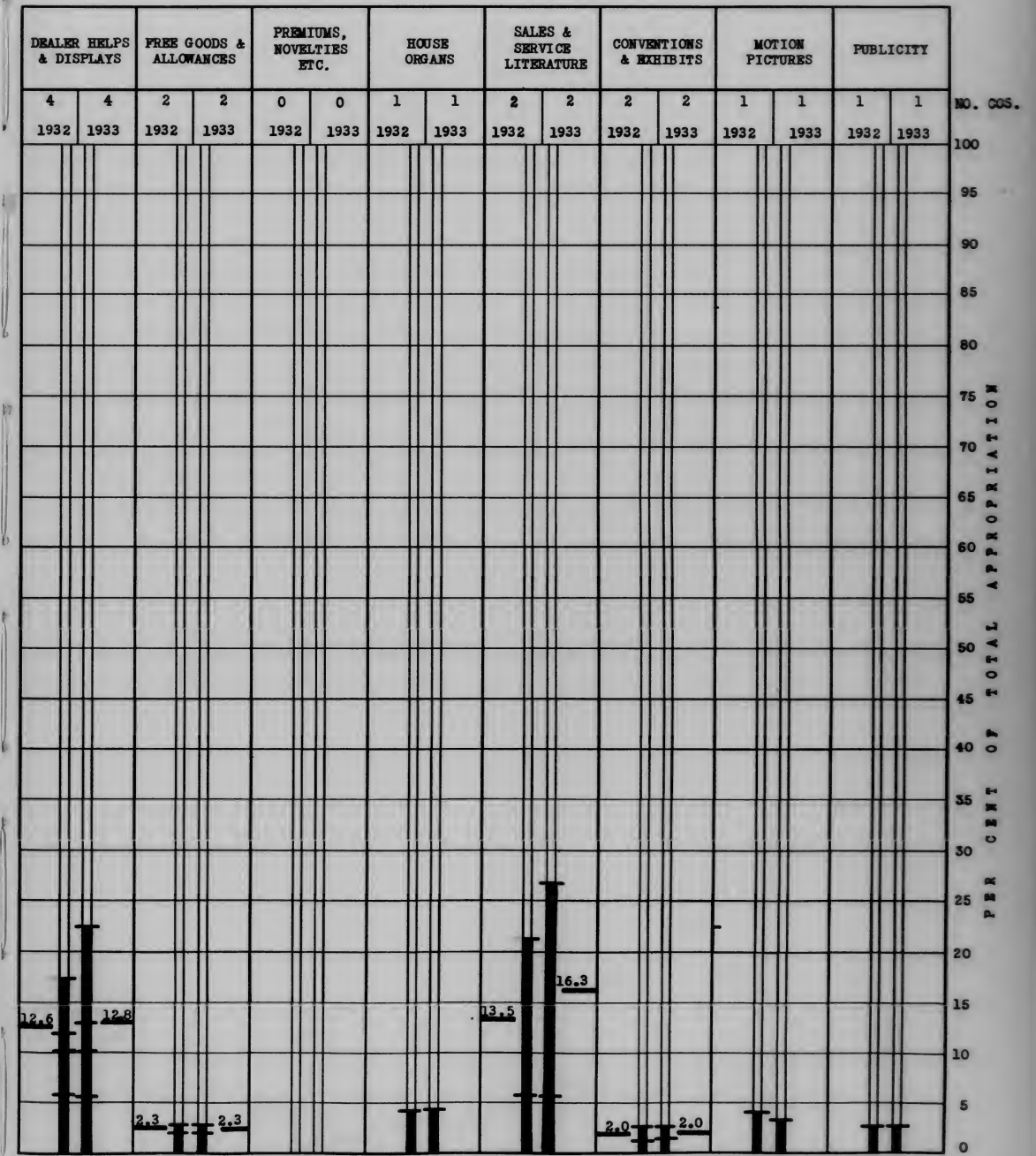
For Detailed Explanation of Chart See Page 7

EXPENDITURES IN ADVERTISING MEDIA

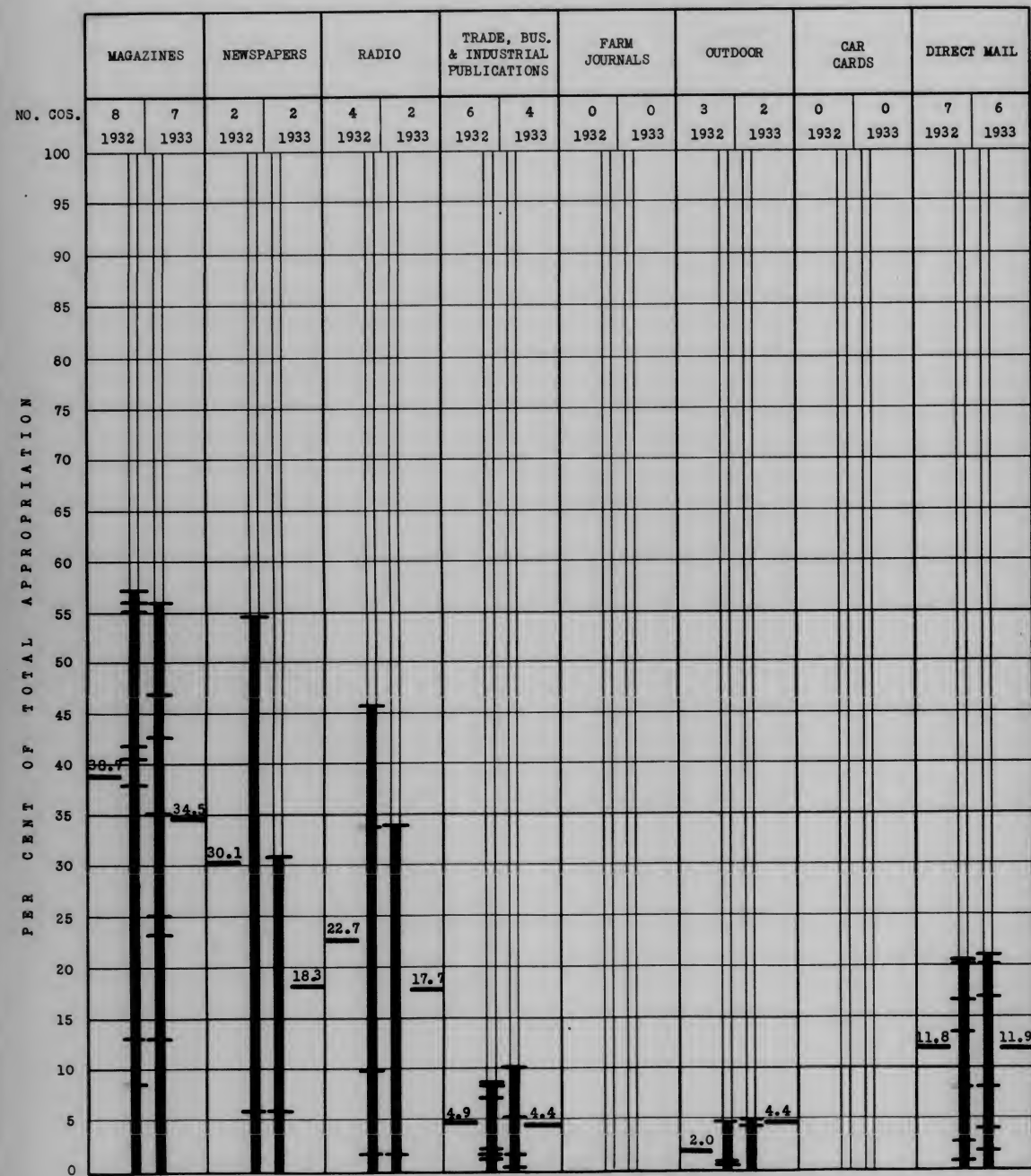


HOUSEHOLD ELECTRICAL APPLIANCES

4 Companies - 1932
4 Companies - 1933

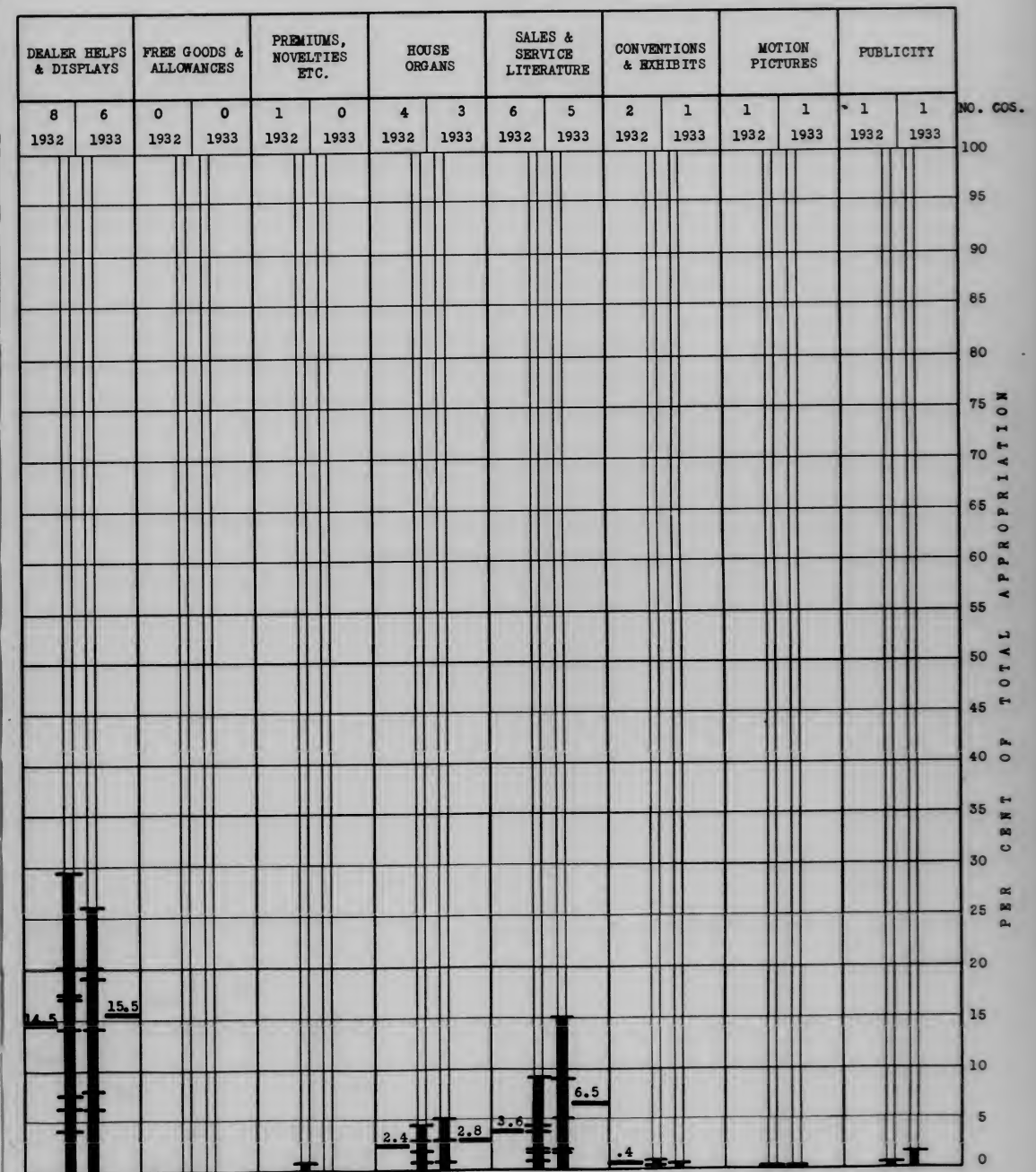


EXPENDITURES IN ADVERTISING MEDIA



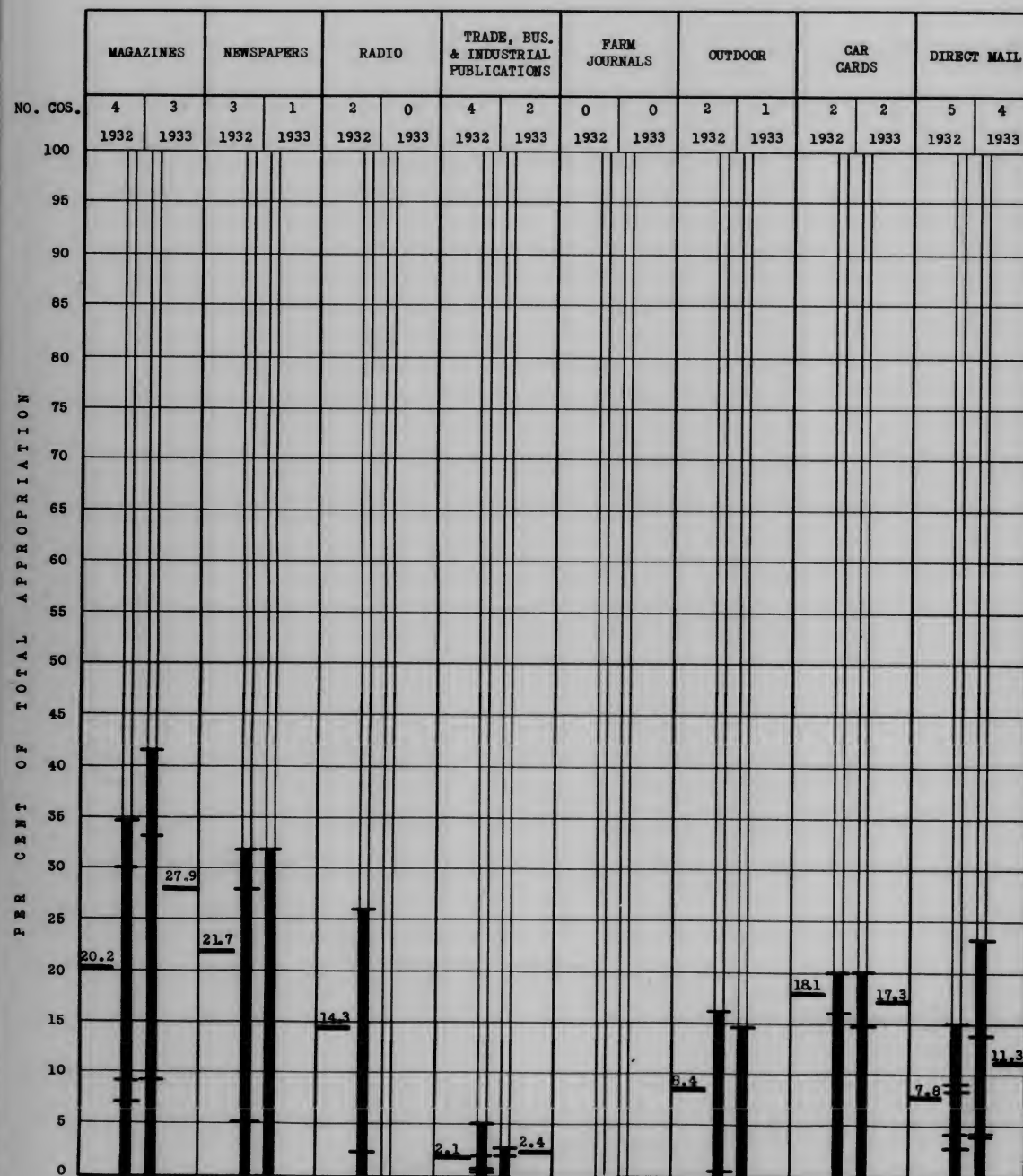
Figures Indicate Average

JEWELRY, CLOCKS & SILVERWARE

9 Companies - 1932
7 Companies - 1933

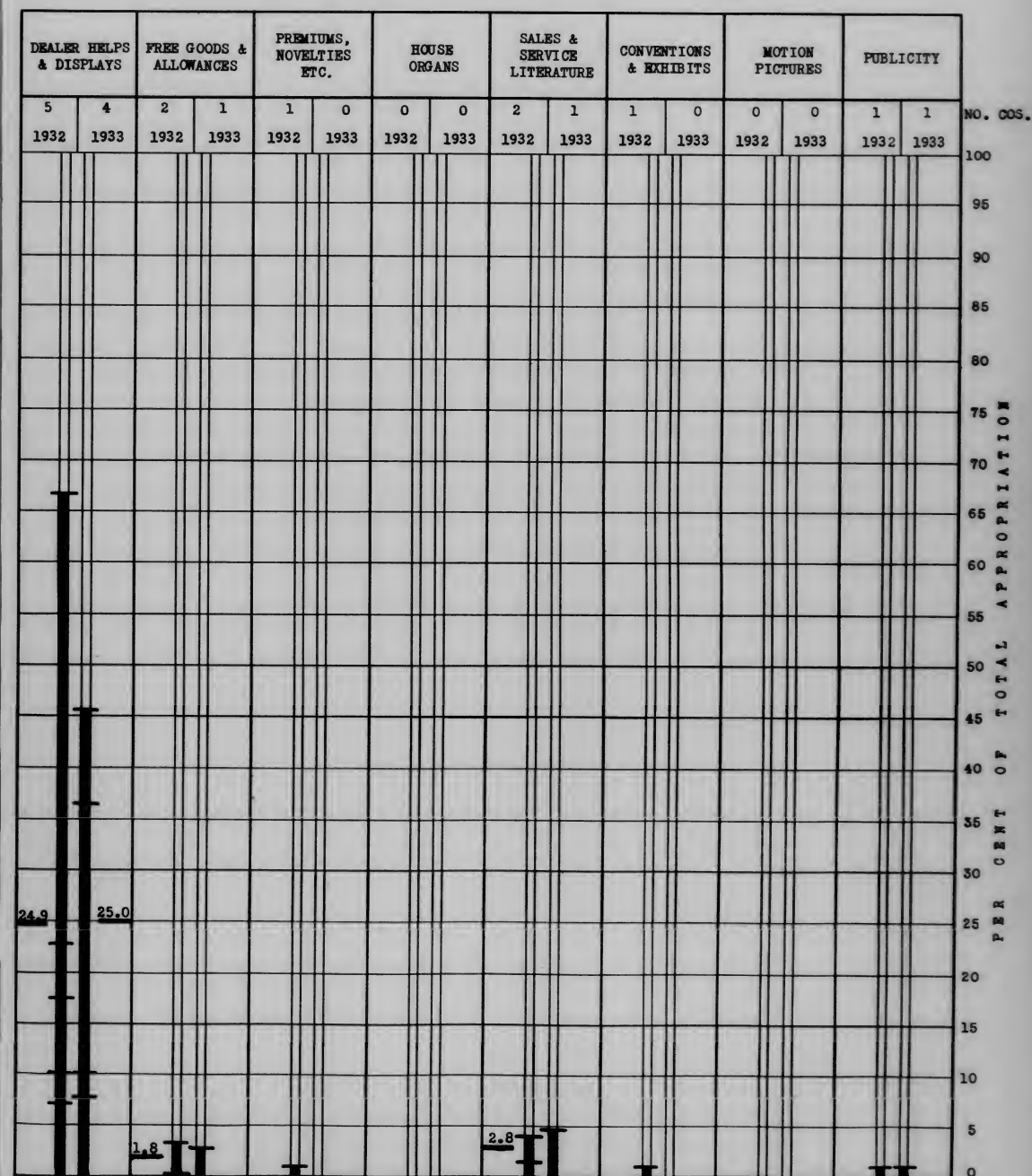
For Detailed Explanation of Chart See Page 7

EXPENDITURES IN ADVERTISING MEDIA



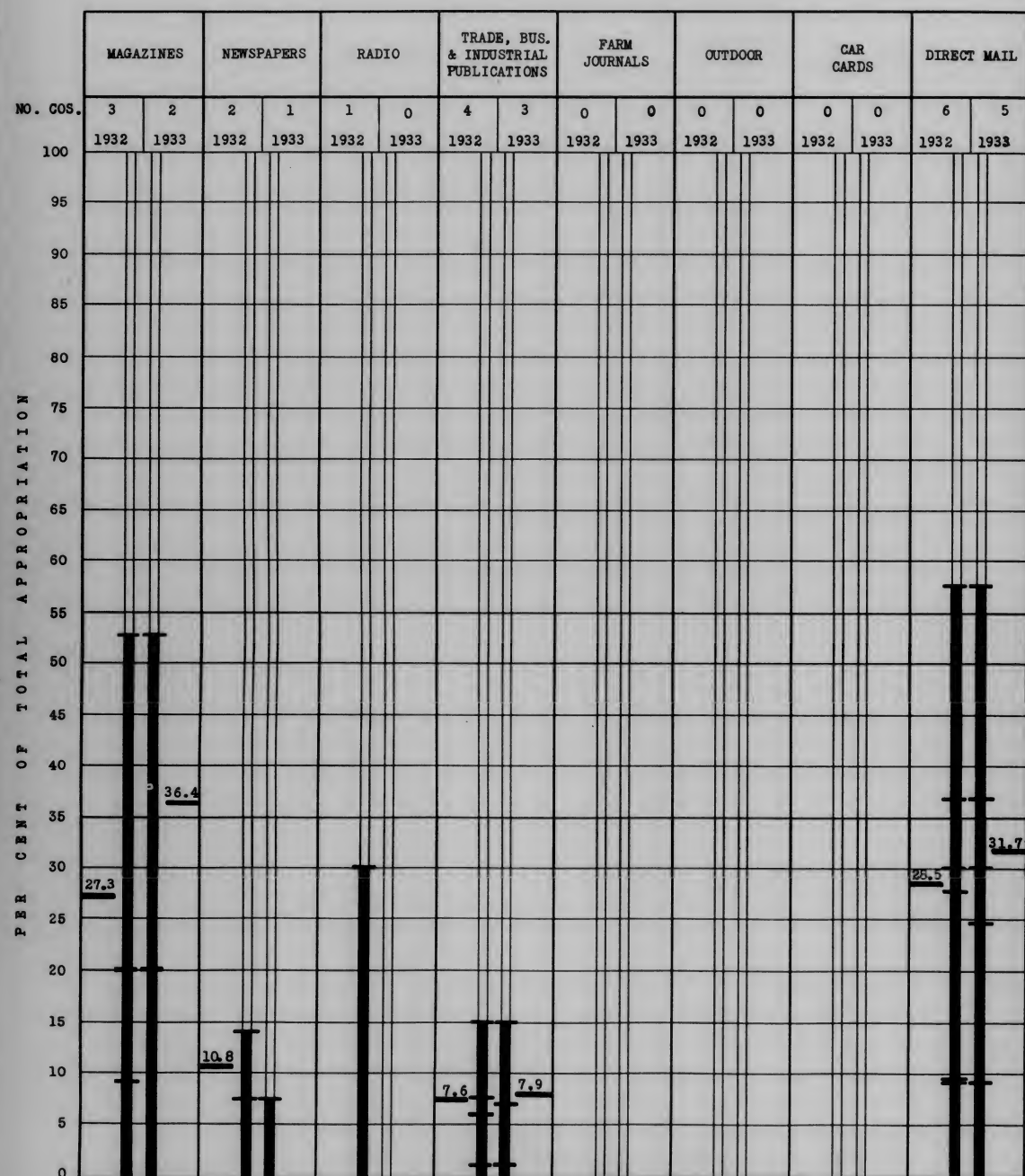
Figures Indicate Average

KNIT GOODS, HOSIERY & UNDERWEAR

5 Companies - 1932
4 Companies - 1933

For Detailed Explanation of Chart See Page 7

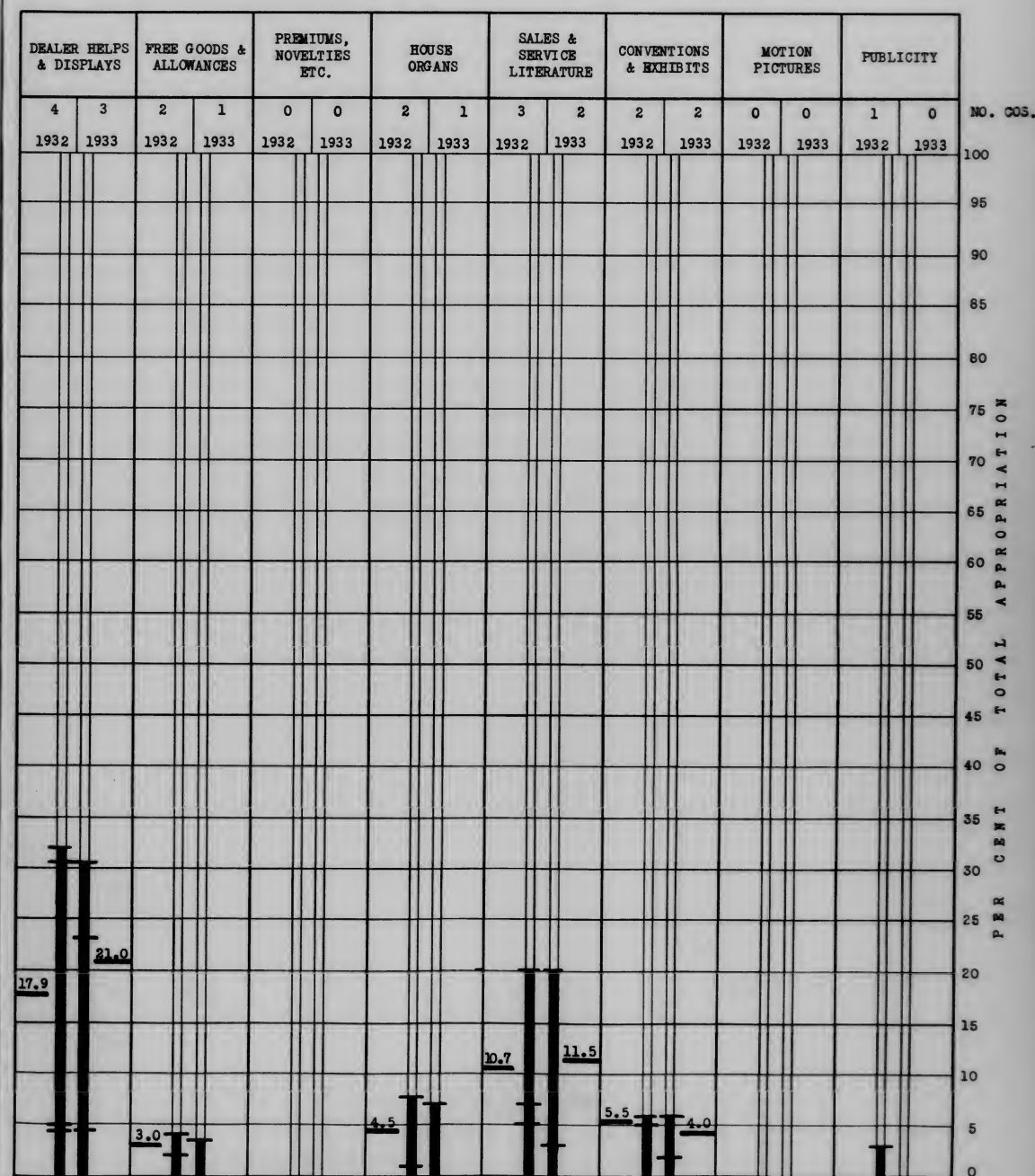
EXPENDITURES IN ADVERTISING MEDIA



Figures Indicate Average

OFFICE EQUIPMENT & SUPPLIES

6 Companies - 1932
5 Companies - 1933

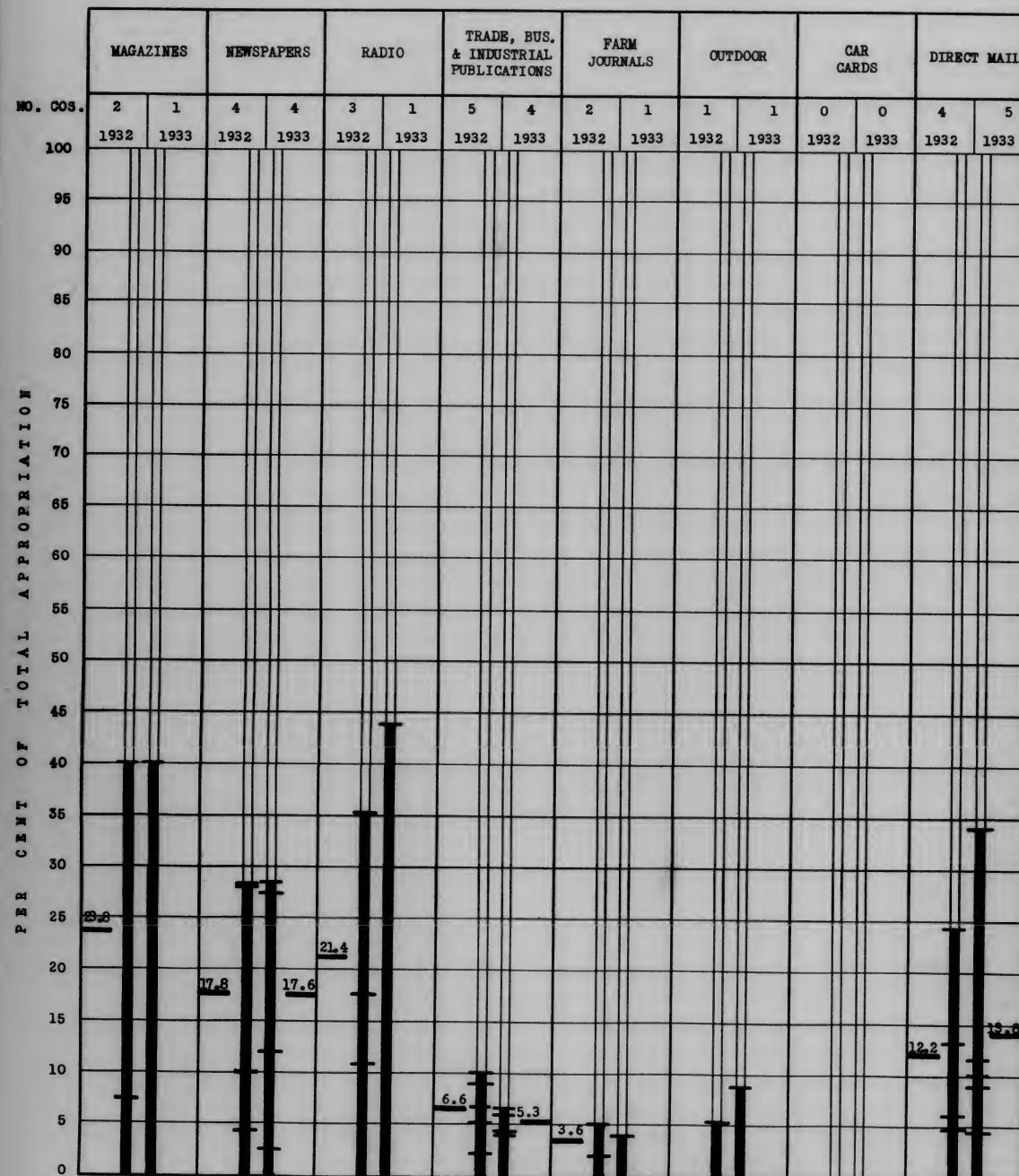


For Detailed Explanation of Chart See Page 7

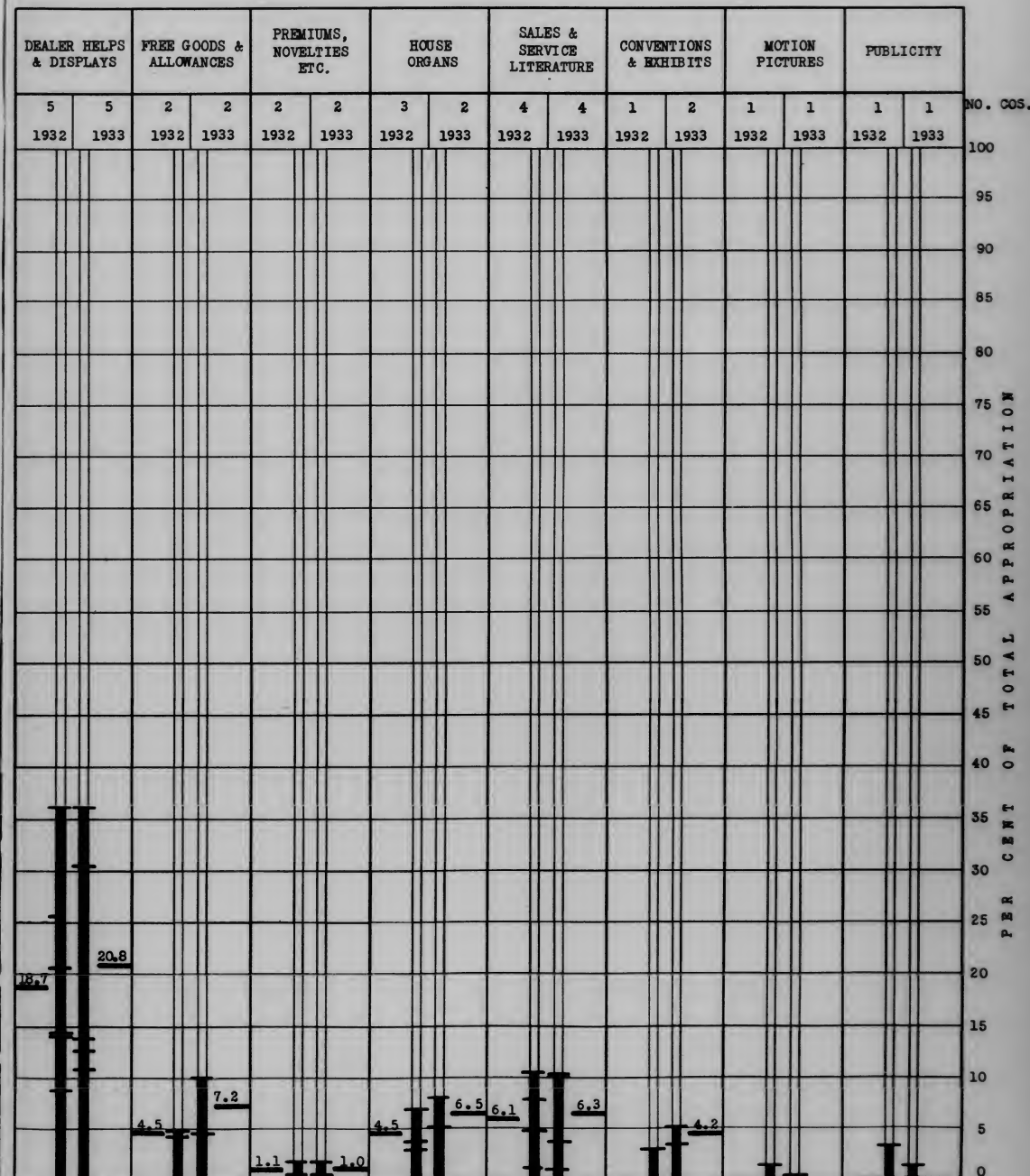
EXPENDITURES IN ADVERTISING MEDIA

PAINTS & VARNISHES

5 Companies - 1932
5 Companies - 1933

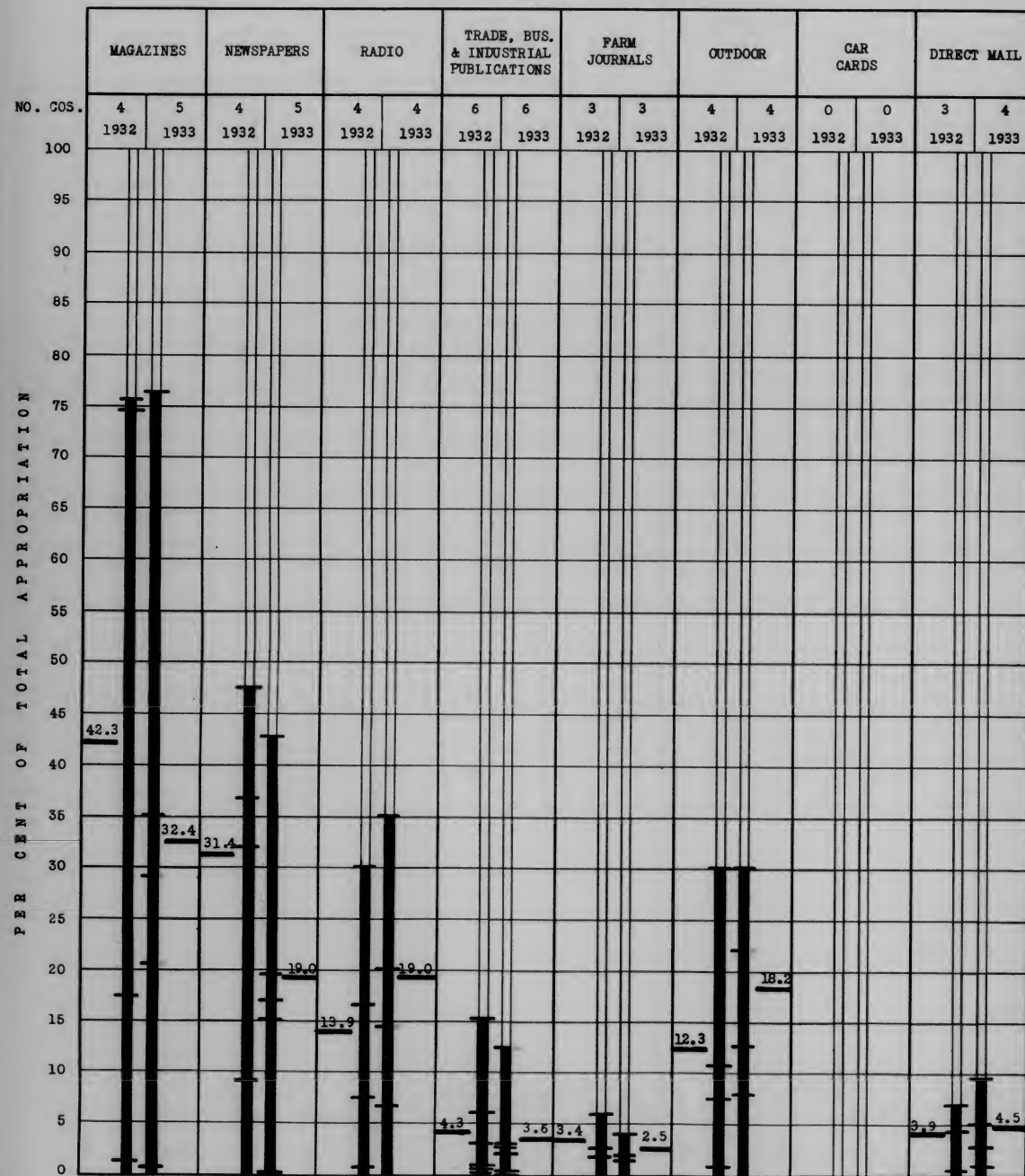


Figures Indicate Average



For Detailed Explanation of Chart See Page 7

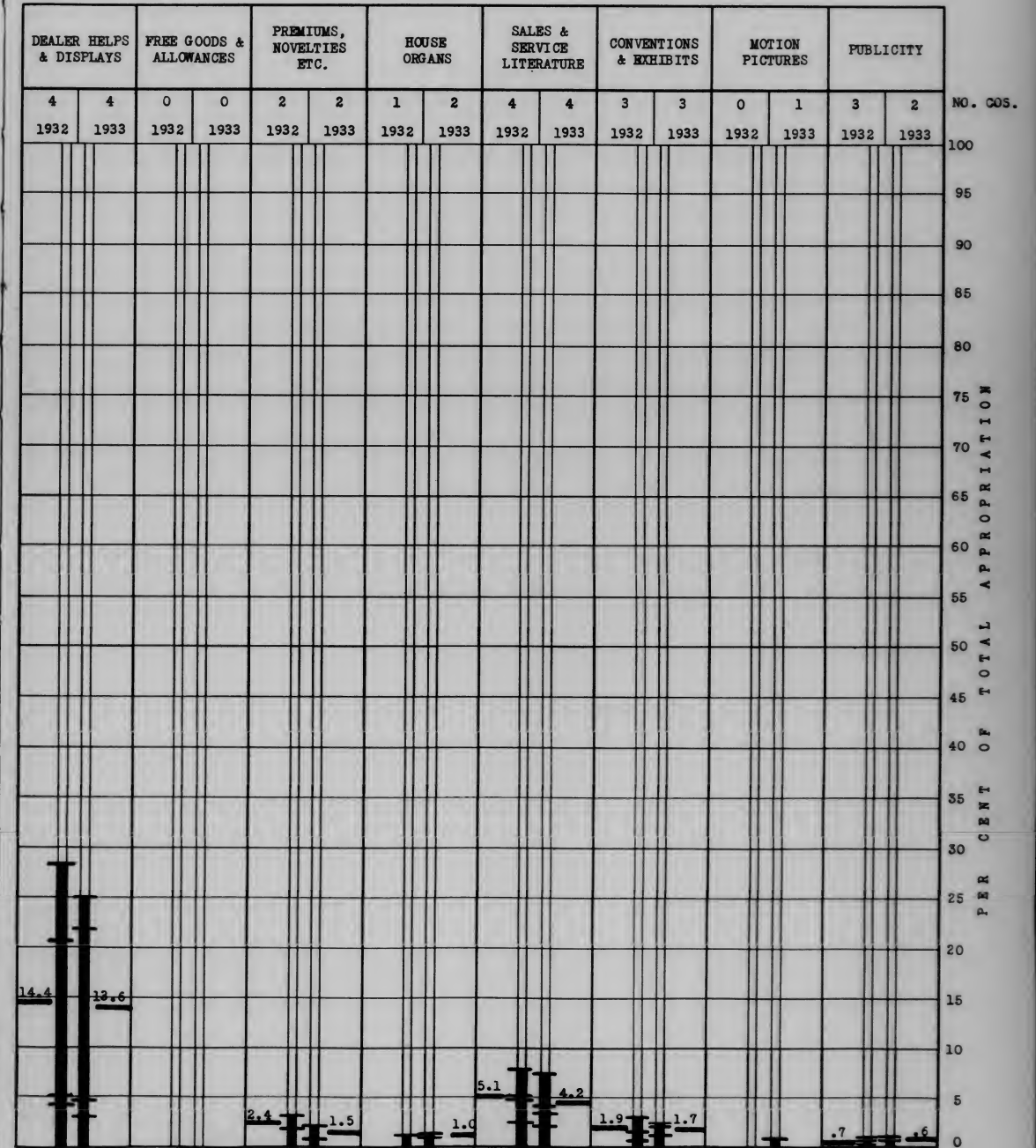
EXPENDITURES IN ADVERTISING MEDIA



Figures Indicate Average

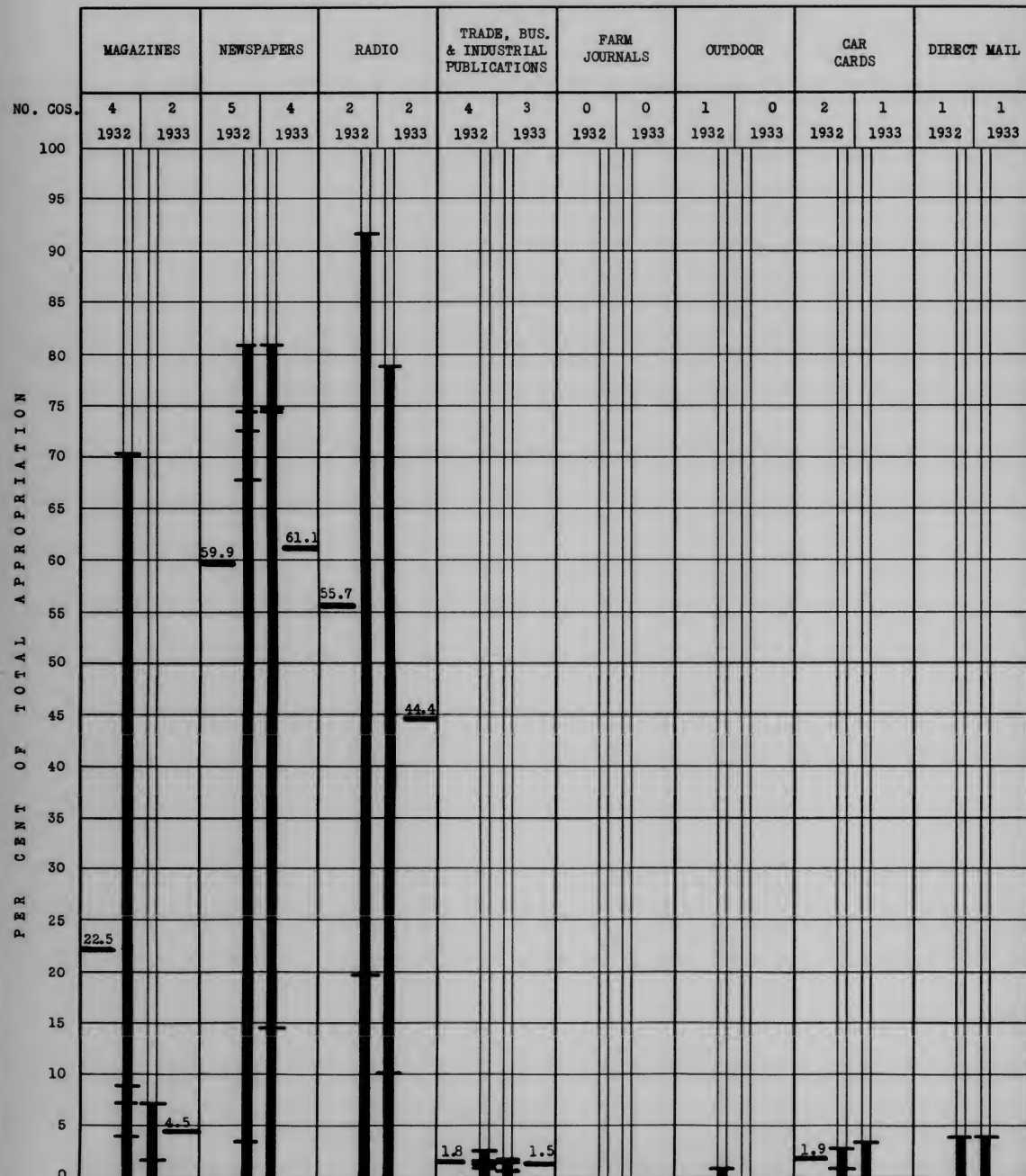
PETROLEUM PRODUCTS

6 Companies - 1932
6 Companies - 1933



For Detailed Explanation of Chart See Page 7

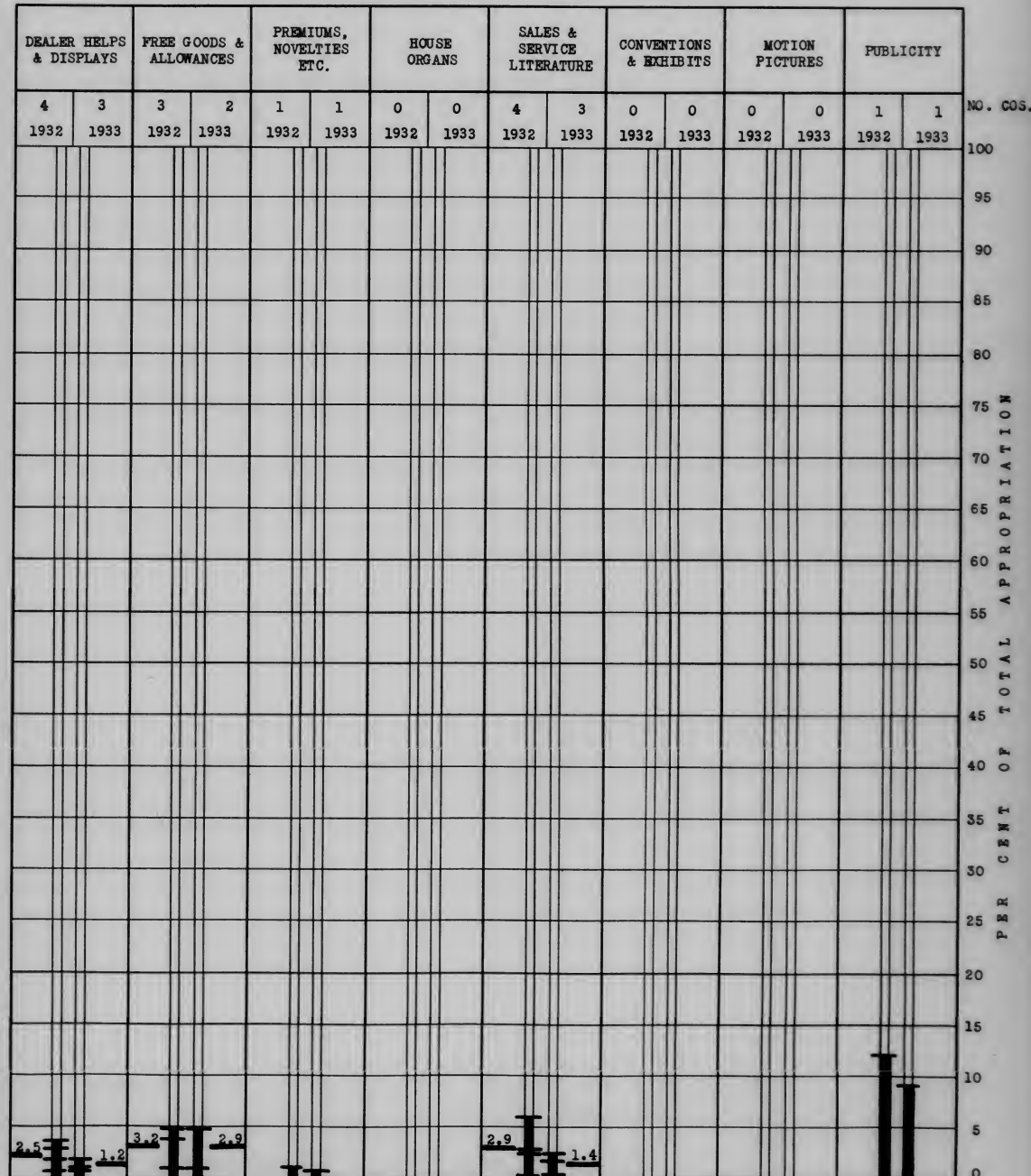
EXPENDITURES IN ADVERTISING MEDIA



Figures Indicate Average

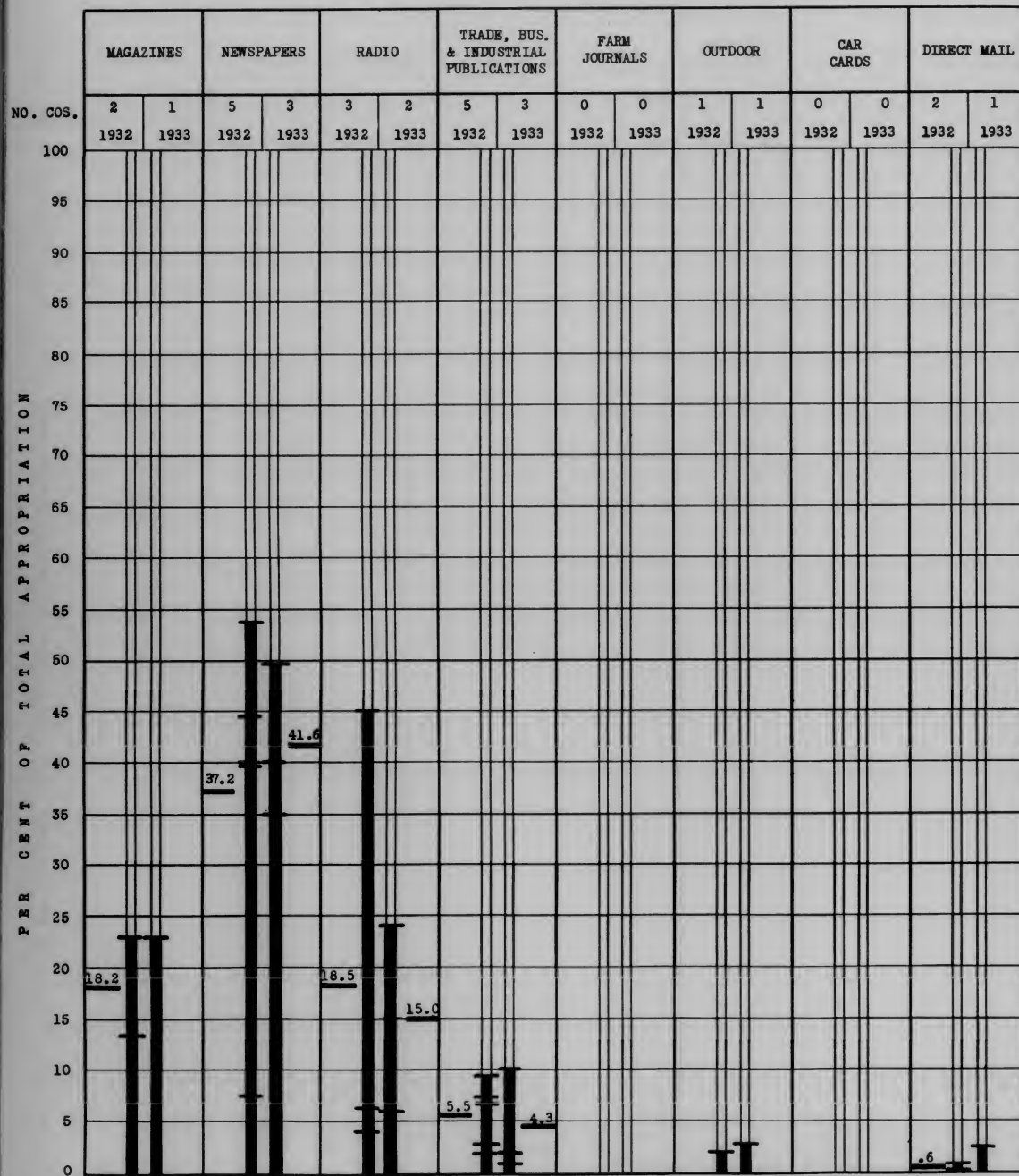
PROPRIETARY MEDICINES

6 Companies - 1932
4 Companies - 1933



For Detailed Explanation of Chart See Page 7

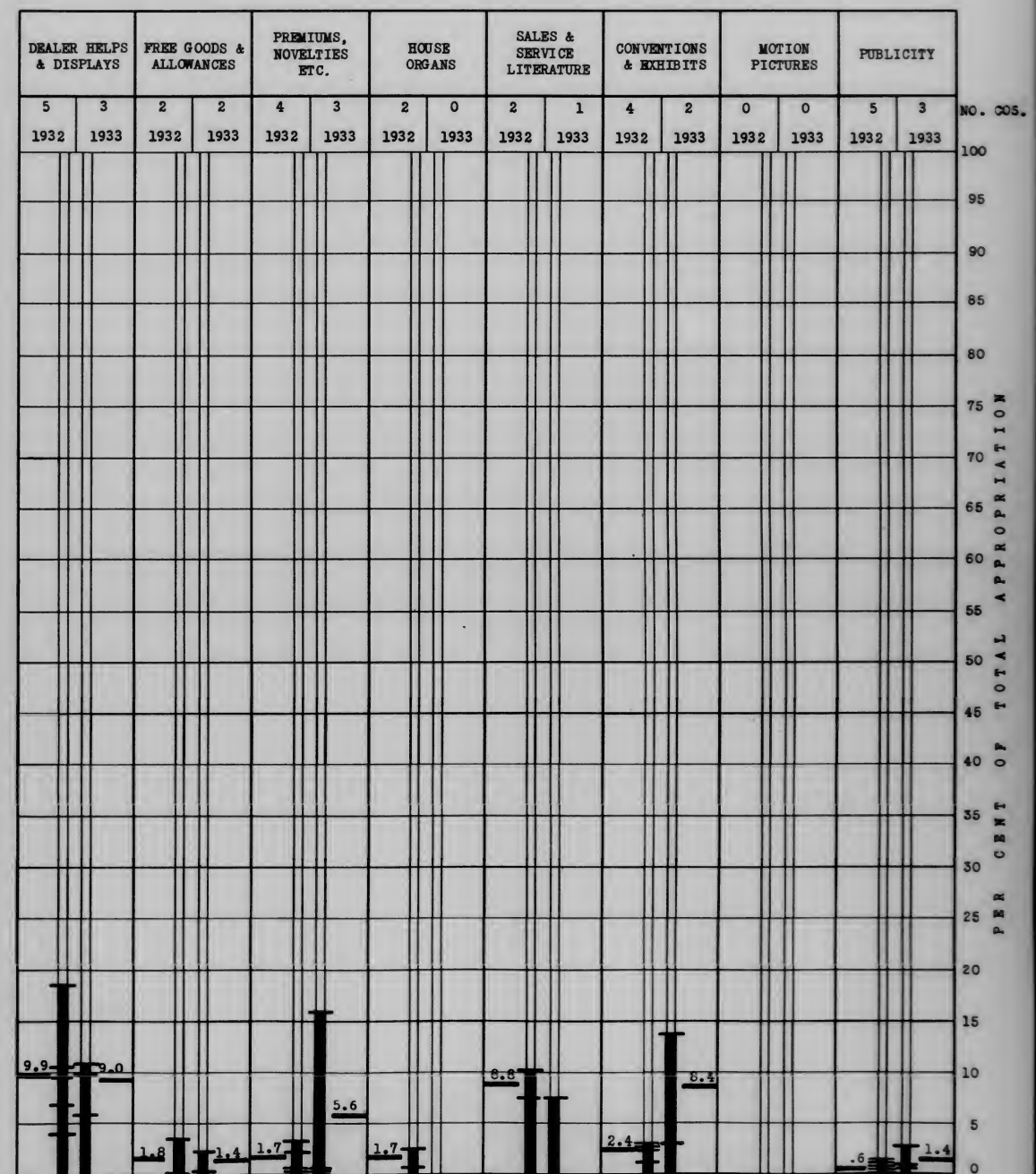
EXPENDITURES IN ADVERTISING MEDIA



70

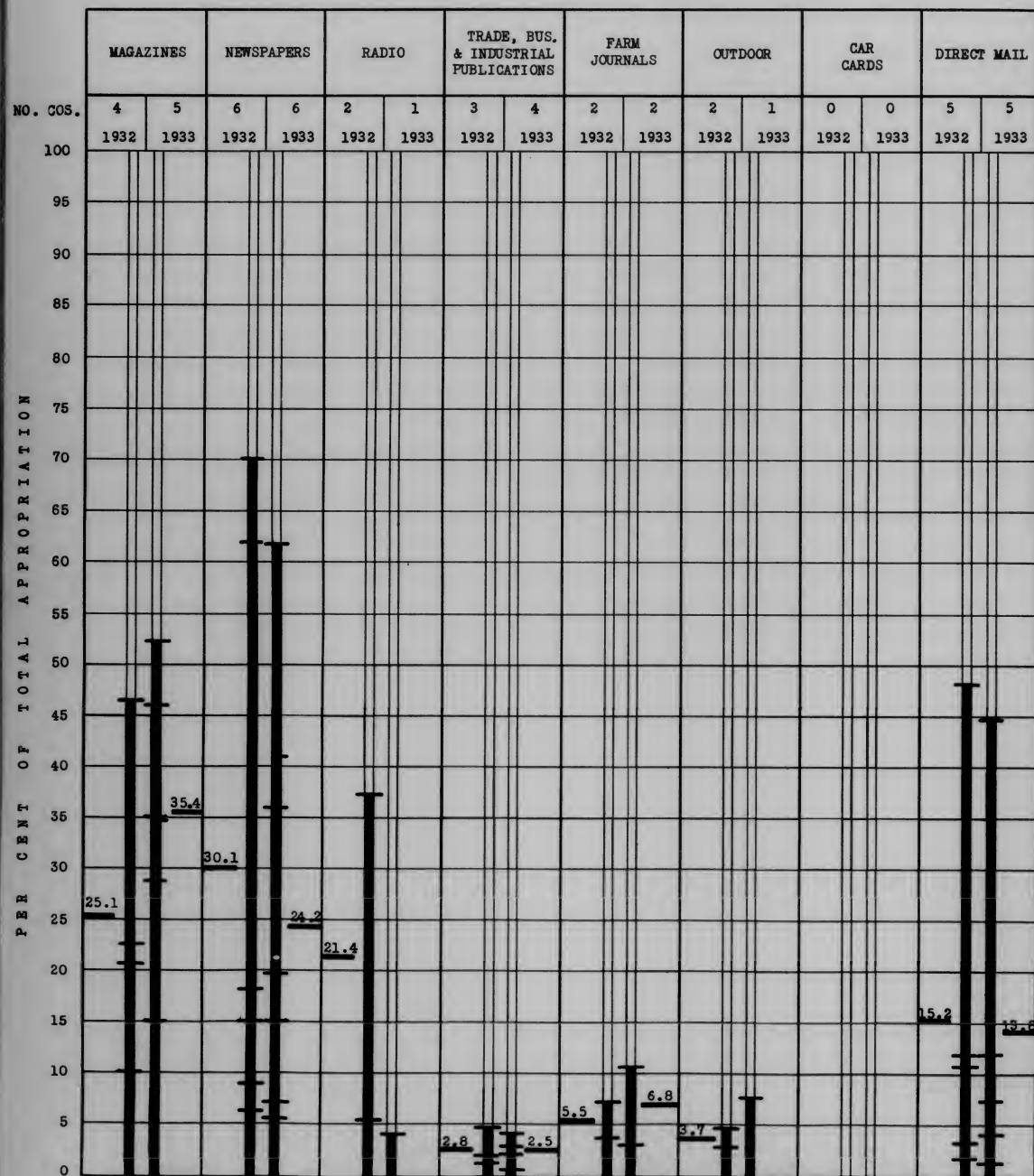
RADIO EQUIPMENT & SUPPLIES

5 Companies - 1932
3 Companies - 1933



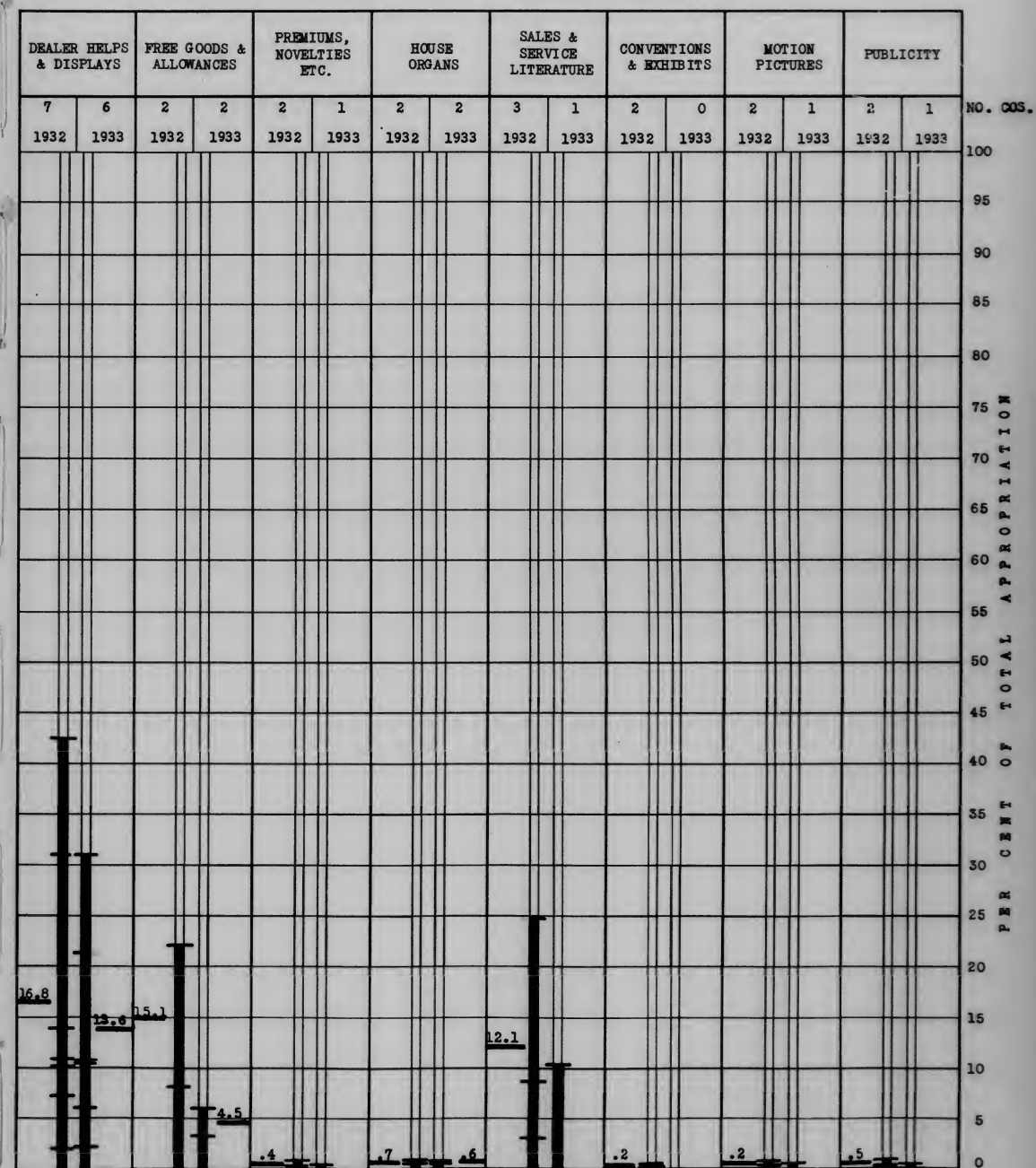
71

EXPENDITURES IN ADVERTISING MEDIA

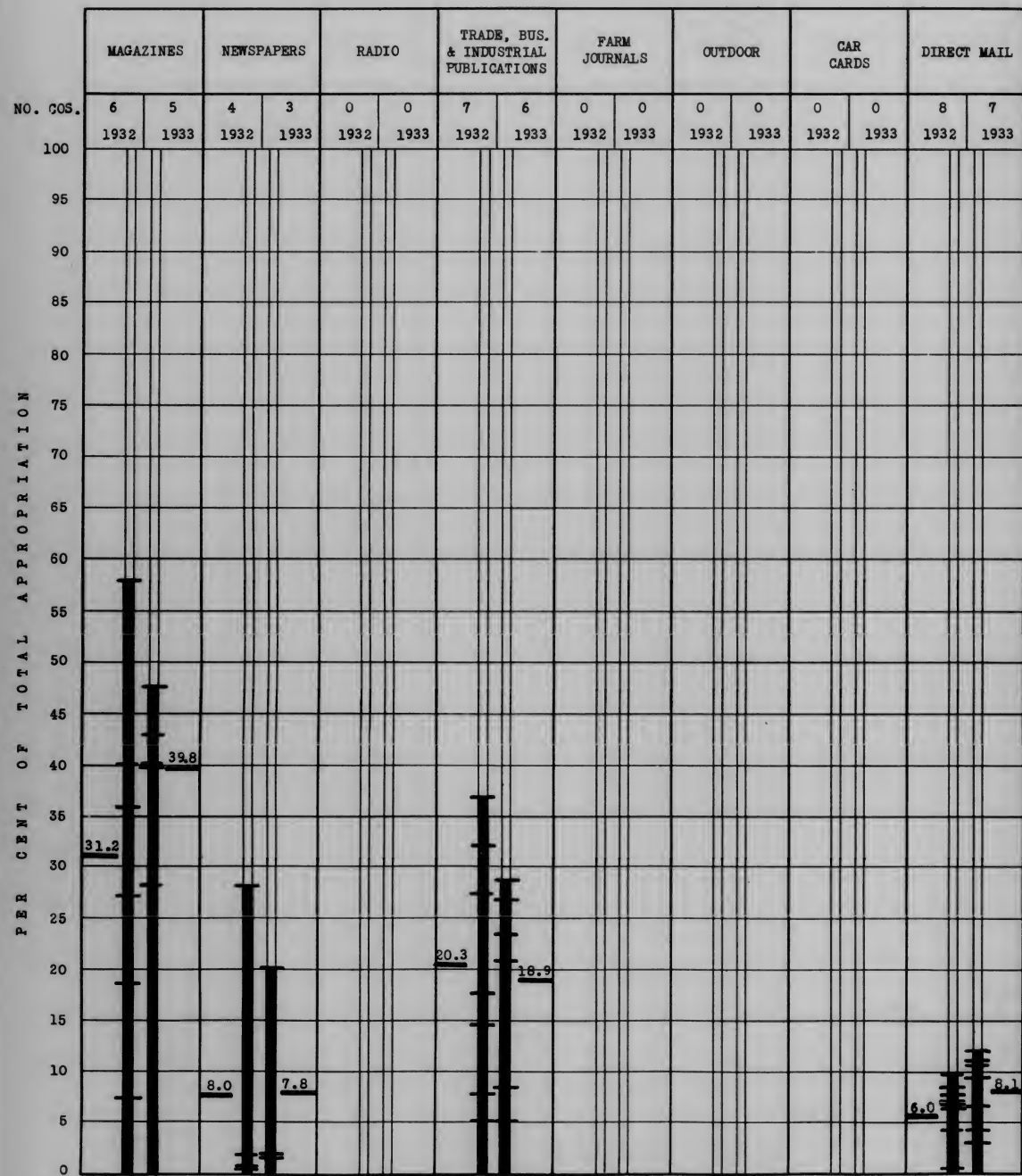


SHOES

7 Companies - 1932
6 Companies - 1933



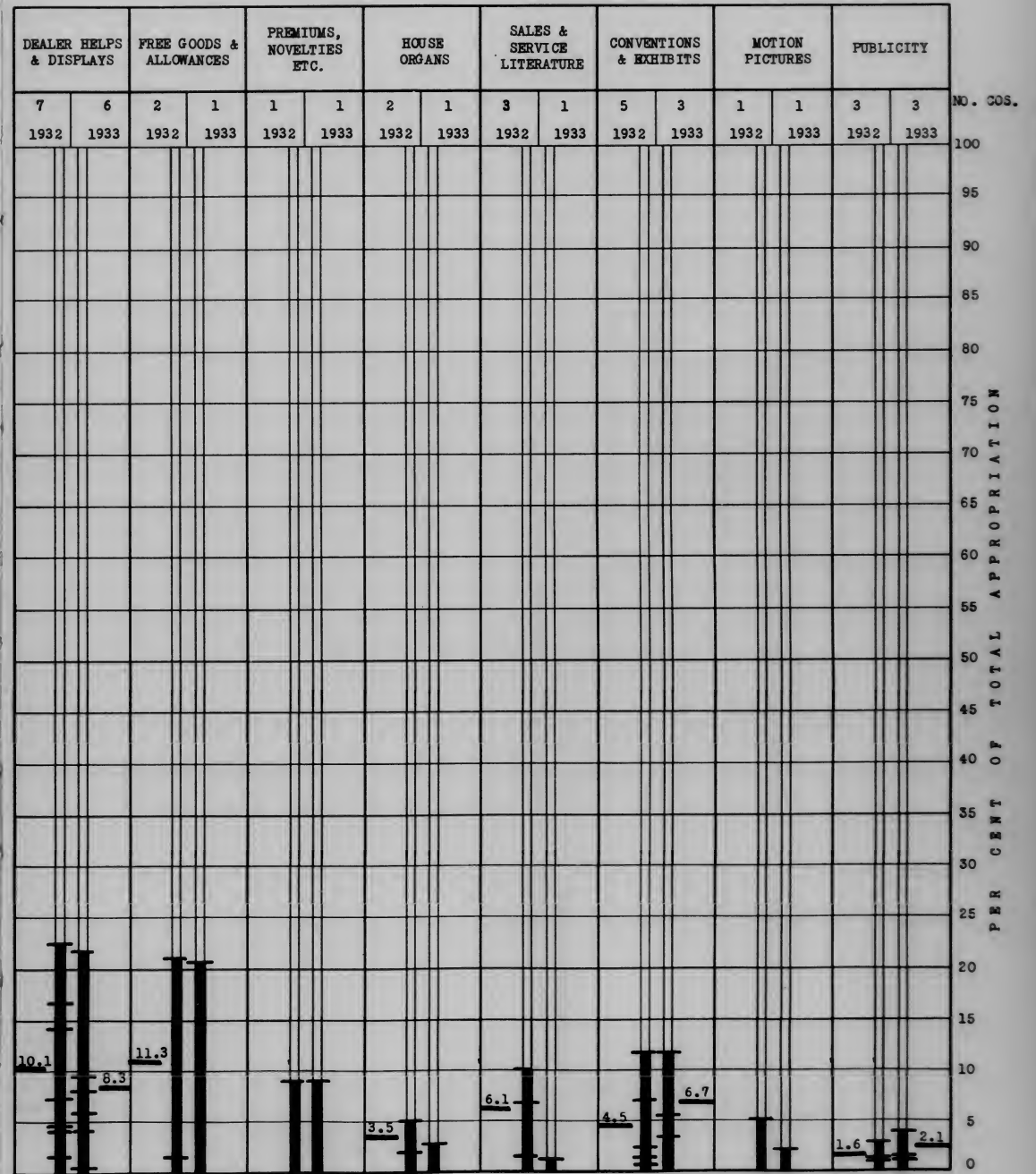
EXPENDITURES IN ADVERTISING MEDIA



Figures Indicate Average

TEXTILES

8 Companies - 1932
7 Companies - 1933

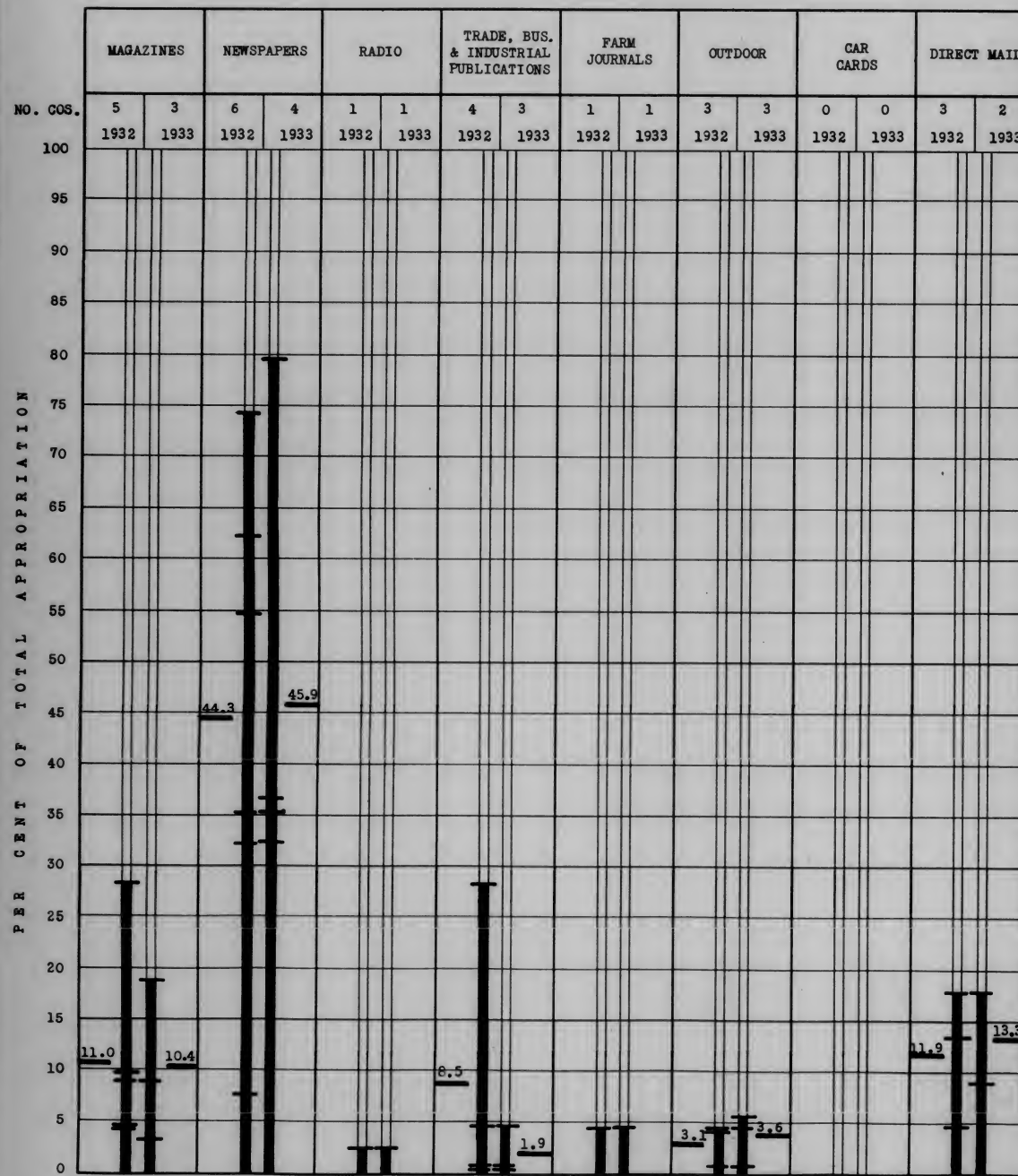


For Detailed Explanation of Chart See Page 7

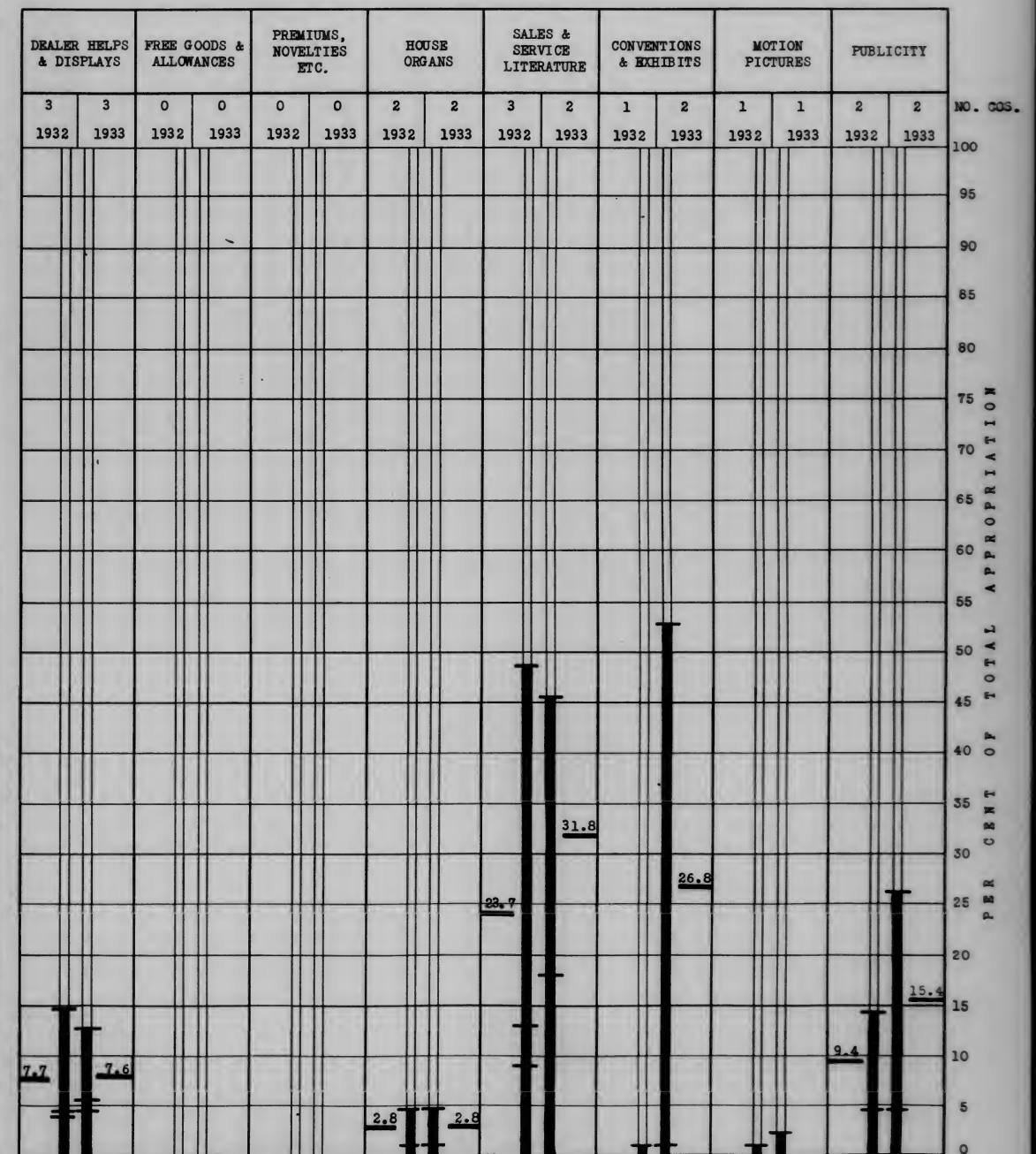
EXPENDITURES IN ADVERTISING MEDIA

TRAVEL & TRANSPORTATION

6 Companies - 1932
5 Companies - 1933



Figures Indicate Average



For Detailed Explanation of Chart See Page 7

B R E A K D O W N O F T H E

Showing Average Percentage of Total

| INDUSTRY | NQ. OF COS. | Magazines | Newspapers | Radio - Time | Radio - Talent | Business Papers | Trade Papers | Industrial Publications | Farm Journals | Outdoor | Car Cards | Direct Mail - Consumer | Direct Mail - Dealer | Dealer Helps |
|-----------------------------|-------------------|-----------|------------|--------------|----------------|-----------------|--------------|-------------------------|---------------|---------|-----------|------------------------|----------------------|--------------|
| Agricultural Equip. & Supp. | 7 | 2.6 | 3.7 | .1 | .1 | | 4.3 | 1.9 | 38.4 | .5 | | 11.0 | 2.1 | 2.1 |
| Automobiles | 4 | 32.0 | 36.0 | | | | 1.7 | | .3 | 7.7 | | | .9 | .7 |
| Auto Accessories | 6 | 17.6 | 18.5 | 8.0 | 4.0 | 1.1 | 2.3 | 1.5 | 1.8 | 1.4 | | 5.1 | 2.0 | 8.0 |
| Auto Trucks | 4 | | .5 | | | 6.4 | 12.7 | 27.3 | | .3 | | 18.5 | | |
| Clothing & Accessories | 9 | 14.0 | 14.2 | 2.1 | .7 | .4 | 5.8 | | | 1.0 | 1.2 | 2.8 | 6.3 | 10.7 |
| Coffee & Tea | 4 | 12.6 | 33.7 | 8.6 | 3.5 | | .5 | | .5 | 5.3 | .4 | | .9 | 5.2 |
| Confections | 4 | 19.0 | 6.8 | | | .3 | 3.5 | .3 | | | 24.0 | 2.5 | 6.5 | 2.7 |
| Drugs & Toilet Articles | 10 | 42.3 | 10.3 | 5.2 | 1.4 | | 1.3 | | | 5.7 | 1.3 | 8.9 | .3 | .7 |
| Drug Sundries | 8 | 24.1 | 8.8 | | | | 8.7 | 6.3 | | | | 5.4 | 1.5 | 7.3 |
| Electrical Equip. & Supp. | 9 | 23.4 | 2.6 | 1.1 | .6 | .8 | 4.5 | 5.5 | 2.5 | 3.2 | .1 | 4.7 | .9 | 9.0 |
| Financial & Insurance | 6 | 15.0 | 19.9 | 7.7 | 3.9 | 2.2 | 6.7 | | | | | 7.8 | 7.3 | 3.0 |
| Floor Coverings | 5 | 37.5 | | .2 | | .3 | 6.6 | .8 | .1 | | | 1.0 | 7.9 | 8.1 |
| Furniture, Home Furn., etc. | 11 | 29.6 | 11.1 | .6 | | | 5.6 | | .8 | 1.2 | | 9.8 | 8.9 | 8.4 |
| Grocery Products | 18 | 19.6 | 23.4 | 8.7 | 1.2 | | .6 | .6 | .4 | 10.6 | 1.6 | 1.9 | 1.3 | 3.5 |
| Heating, etc. | 8 | 15.4 | 9.3 | .1 | .1 | 1.9 | 6.9 | .8 | 3.3 | | | 8.2 | 7.2 | 2.1 |
| Household Elec. Appliances | 4 | 17.6 | 14.6 | .1 | .1 | | 14.7 | .3 | | .2 | | 12.5 | 2.9 | 8.3 |
| Jewelry, Silverware, etc. | 9 | 34.4 | 6.7 | 7.4 | 2.7 | 1.6 | 1.6 | | | .7 | | 6.0 | 3.2 | 7.8 |
| Knit Goods, Hosiery, etc. | 5 | 16.2 | 13.0 | 4.6 | 1.2 | .4 | 1.2 | | | 3.3 | 7.2 | 4.5 | 3.3 | 12.7 |
| Office Equipment & Supp. | 6 | 13.6 | 3.5 | 4.3 | .7 | 3.0 | 1.7 | .5 | | | | 18.5 | 10.0 | 10.2 |
| Paints & Varnishes | 5 | 9.5 | 14.2 | 9.8 | 3.0 | | 3.8 | 2.8 | 1.4 | 1.1 | | 7.6 | 2.1 | 12.1 |
| Petroleum Products | 6 | 28.2 | 20.9 | 5.8 | 3.4 | .6 | 3.7 | .2 | 1.7 | 8.2 | | 1.2 | .6 | 8.7 |
| Proprietary Medicines | 6 | 15.0 | 49.8 | 13.8 | 4.8 | | 1.1 | .2 | | .2 | .6 | | .7 | |
| Radio Equipment & Supp. | 5 | 7.3 | 37.2 | 8.1 | 3.0 | .1 | 4.8 | .6 | | .4 | | .1 | .1 | 7.1 |
| Shoes | 7 | 14.3 | 26.0 | 4.6 | 1.5 | .1 | .9 | .2 | 1.5 | 1.0 | | 7.4 | 3.5 | 6.8 |
| Textiles | 8 | 23.4 | 4.0 | | | | 8.0 | 9.7 | | | | 3.2 | 3.1 | 6.7 |
| Travel & Transportation | 6 | 9.2 | 44.3 | .4 | | 5.6 | .1 | .8 | .8 | 1.5 | | 5.2 | .7 | 1.1 |

A D V E R T I S I N G B U D G E T - 1 9 3 2

Appropriation Spent in Each Medium

A + B + C = 100%

| Displays | Free Goods & Allowances | Samples | Premiums | Miscellaneous Novelties, etc. | House Organs | Sales & Service Literature | Conventions & Exhibits | Motion Pictures | Price Lists, etc. | Publicity | All Other | A TOTAL EXPENDI- TURES IN ADV. MEDIA | B SPACE PRODUCE- TION COSTS | C ADMINIS- TRATIVE EXPENSES OF ADV. DEPT. |
|----------|-------------------------|---------|----------|-------------------------------|--------------|----------------------------|------------------------|-----------------|-------------------|-----------|-----------|---|---|--|
| .3 | | .6 | | 1.0 | .5 | 4.2 | 1.6 | .6 | .6 | .4 | 1.8 | 78.4 | 5.7 | 15.9 |
| | | | | | .5 | 2.8 | 5.1 | | .4 | 1.4 | | 89.5 | 4.1 | 6.4 |
| 7.8 | | | .2 | 1.6 | 1.0 | 2.9 | .3 | .7 | .3 | .8 | 2.6 | 89.5 | 4.8 | 5.7 |
| | | | | | 8.5 | 3.5 | .6 | .1 | | 1.3 | | 79.7 | 5.1 | 15.2 |
| 4.5 | 2.3 | 1.4 | | .1 | 2.5 | 1.0 | | 1.3 | .2 | .6 | .9 | 74.0 | 6.7 | 19.3 |
| 5.5 | 4.2 | 5.4 | .5 | | | | 1.7 | | | | 1.7 | 90.2 | 7.3 | 2.5 |
| 9.2 | | 3.4 | 1.2 | 1.2 | | 1.5 | .8 | | 2.5 | .5 | | 85.9 | 6.3 | 7.8 |
| 5.6 | 1.2 | 5.1 | | .3 | 1.1 | .7 | .1 | | .1 | .2 | .1 | 91.9 | 3.4 | 4.7 |
| 6.2 | 1.6 | 5.5 | .2 | .5 | .3 | 5.6 | .1 | | .8 | .5 | .4 | 83.8 | 7.6 | 8.6 |
| 9.6 | | | 1.1 | .5 | .7 | 1.4 | 2.8 | .1 | 2.0 | 2.0 | 2.4 | 81.5 | 4.1 | 14.4 |
| .2 | | | | .4 | 3.5 | 1.1 | .1 | | | .6 | 1.3 | 80.7 | 4.4 | 14.9 |
| 2.9 | | 1.7 | | | 1.5 | 4.9 | .7 | .2 | .8 | .6 | 1.3 | 77.1 | 7.2 | 15.7 |
| 3.1 | | .9 | .3 | .2 | .2 | 3.8 | .5 | .5 | .2 | .4 | | 86.1 | 3.8 | 10.1 |
| 7.8 | 2.9 | .3 | .4 | 2.1 | .1 | 2.0 | .5 | .3 | | .1 | .4 | 90.3 | 4.9 | 4.8 |
| 1.2 | .8 | | 1.3 | | 1.4 | 16.8 | 2.7 | | .3 | .7 | .4 | 80.9 | 6.5 | 12.6 |
| 4.3 | 1.2 | | | | 1.0 | 6.6 | 1.0 | 1.0 | .2 | .4 | .1 | 87.1 | 4.4 | 8.5 |
| 5.1 | .1 | | | .1 | 1.1 | 1.0 | .1 | | 1.4 | | 3.5 | 84.5 | 3.9 | 11.6 |
| 12.2 | .7 | | .1 | .2 | | .7 | .2 | | .4 | .2 | 1.7 | 84.0 | 8.4 | 7.6 |
| 1.8 | .3 | .7 | | | 1.5 | 5.3 | 2.0 | | | .5 | 1.0 | 79.1 | 2.3 | 18.6 |
| 6.6 | 1.8 | | | .4 | 2.7 | 3.5 | .6 | .2 | 1.4 | .6 | 2.2 | 87.4 | 4.9 | 7.7 |
| .8 | | | .5 | .3 | .1 | 3.6 | .9 | | | .3 | 1.8 | 91.5 | 3.8 | 4.7 |
| 1.5 | 1.1 | .5 | | .1 | | 1.2 | | | .7 | 2.0 | .5 | 93.8 | 2.7 | 3.5 |
| 2.8 | | .6 | .4 | .9 | .9 | 3.3 | 1.9 | | .2 | .6 | 6.7 | 86.9 | 5.7 | 7.4 |
| 10.0 | 4.1 | .2 | | .1 | .2 | 3.3 | .1 | .1 | 1.6 | .2 | 1.8 | 89.5 | 5.2 | 5.3 |
| 2.1 | .1 | 2.7 | | .1 | .9 | 2.3 | 2.8 | .6 | | .6 | 4.5 | 74.8 | 8.9 | 16.3 |
| 2.8 | | | | | .9 | 11.8 | .2 | .2 | | 3.1 | | 88.7 | 6.0 | 5.3 |

BREAKDOWN OF THE

Showing Average Percentage of Total

| INDUSTRY | NO. OF COS. | Magazines | Newspapers | Radio - Time | Radio - Talent | Business Papers | Trade Papers | Industrial Publications | Farm Journals | Outdoor | Car Cards | Direct Mail - Consumer | Direct Mail - Dealer | Dealer Helps |
|-----------------------------|-------------------|-----------|------------|--------------|----------------|-----------------|--------------|-------------------------|---------------|---------|-----------|------------------------|----------------------|--------------|
| Agricultural Equip. & Supp. | 6 | | 3.3 | 1.3 | .2 | | 5.8 | 2.4 | 32.1 | .7 | | 13.6 | 2.5 | 2.1 |
| Automobiles | 4 | 30.7 | 39.0 | | | | 1.7 | | .6 | 6.0 | | .9 | .8 | |
| Auto Accessories | 6 | 22.4 | 20.0 | 1.8 | .5 | 1.8 | 2.2 | .8 | 4.6 | 1.8 | | 6.0 | 1.3 | 8.7 |
| Auto Trucks | 3 | | | | | 11.5 | 15.6 | 42.0 | | .3 | | 8.0 | | |
| Clothing & Accessories | 8 | 16.0 | 18.2 | | | .5 | 2.8 | | | 1.2 | 1.9 | 2.8 | 7.0 | 11.2 |
| Coffee & Tea | 3 | 16.8 | 33.4 | 7.0 | 4.3 | | .6 | | .6 | 1.9 | .3 | 1.6 | .6 | 6.0 |
| Confections | 3 | | | | | .3 | 3.3 | .3 | | | 28.3 | 5.0 | 8.3 | 6.7 |
| Drugs & Toilet Articles | 10 | 40.6 | 8.2 | 5.5 | 1.4 | | 1.4 | | | 5.9 | 2.0 | 9.1 | .1 | .9 |
| Drug Sundries | 8 | 22.4 | 9.5 | 1.6 | 1.1 | .8 | 9.1 | 5.5 | | | | 5.5 | 1.8 | 7.2 |
| Electrical Equip. & Supp. | 7 | 26.3 | 4.4 | 3.4 | 1.3 | .4 | 2.7 | 5.5 | 2.4 | .6 | | 5.2 | .6 | 10.4 |
| Financial & Insurance | 6 | 18.3 | 18.0 | 4.8 | 2.5 | 2.2 | 5.3 | | | 3.3 | | 7.5 | 7.1 | 2.7 |
| Floor Coverings | 5 | 23.5 | | | | .5 | 5.8 | .2 | .1 | | | 1.5 | 14.4 | 10.4 |
| Furniture, Home Furn., etc. | 9 | 39.4 | 6.7 | | | | 4.4 | | 1.0 | 1.8 | | 5.3 | 5.3 | 9.7 |
| Grocery Products | 16 | 14.8 | 25.0 | 5.3 | 1.3 | | .7 | .3 | 2.3 | 9.5 | 2.1 | 2.3 | 1.3 | 4.6 |
| Heating, etc. | 7 | 8.8 | 12.0 | | | 2.1 | 6.1 | .9 | 3.6 | | | 10.3 | 5.7 | 2.1 |
| Household Elec. Appliances | 4 | 12.6 | 23.9 | .1 | .1 | | 14.4 | .3 | | .1 | | 8.1 | 2.6 | 8.4 |
| Jewelry, Silverware, etc. | 7 | 34.5 | 5.2 | 3.6 | 1.4 | 1.4 | 1.1 | | | 1.3 | | 5.8 | 4.5 | 8.0 |
| Knit Goods, Hosiery, etc. | 4 | 21.0 | 8.0 | | | .5 | .7 | | | 3.6 | 8.7 | 4.6 | 6.6 | 14.2 |
| Office Equipment & Supp. | 5 | 14.5 | 1.5 | | | 3.0 | 1.7 | | | | | 20.5 | 11.3 | 11.0 |
| Paints & Varnishes | 5 | 8.0 | 14.1 | 7.0 | 1.8 | | 2.7 | 1.5 | .8 | 1.8 | | 9.7 | 4.1 | 13.2 |
| Petroleum Products | 6 | 27.0 | 15.8 | 8.5 | 4.2 | .1 | 3.1 | .3 | 1.3 | 12.1 | | 1.7 | 1.3 | 8.6 |
| Proprietary Medicines | 4 | 2.2 | 61.1 | 16.6 | 5.6 | | 1.1 | | | | .8 | | 1.0 | |
| Radio Equipment & Supp. | 3 | 7.7 | 41.6 | 6.6 | 3.3 | | 4.3 | | | 1.0 | | .6 | .2 | 6.6 |
| Shoes | 6 | 29.5 | 24.2 | .7 | | .1 | 1.2 | .2 | 2.3 | 1.3 | | 7.1 | 4.5 | 3.3 |
| Textiles | 7 | 28.4 | 3.4 | | | | 9.3 | 6.8 | | | | 2.7 | 5.4 | 4.9 |
| Travel & Transportation | 5 | 6.3 | 36.7 | .5 | | 1.0 | .1 | | .9 | 2.2 | | 5.3 | | 1.5 |

ADVERTISING BUDGET - 1933

Appropriation Spent in Each Medium

A + B + C = 100%

| Displays | Free Goods & Allowances | Samples | Premiums | Miscellaneous Novelties, etc. | House Organs | Sales & Service Literature | Conventions & Exhibits | Motion Pictures | Price Lists, etc. | Publicity | All Other | A TOTAL EXPENDI- TURES IN ADV. MEDIA | B SPACE PRODUC- TION COSTS | C ADMINIS- TRATIVE EXPENSES OF ADV. DEPT. |
|----------|-------------------------|---------|----------|-------------------------------|--------------|----------------------------|------------------------|-----------------|-------------------|-----------|-----------|---|--|--|
| .8 | | .6 | | 1.2 | 1.0 | 4.7 | 1.3 | .3 | .8 | .3 | 2.3 | 77.3 | 6.7 | 16.0 |
| | | | | | .5 | 2.7 | 5.0 | | .6 | 1.4 | | 89.9 | 3.8 | 6.3 |
| 6.9 | | | .2 | 1.7 | 1.1 | 3.1 | .1 | .1 | .2 | .8 | 2.8 | 88.9 | 4.9 | 6.2 |
| | | | | | .3 | 1.7 | .2 | .1 | | 1.3 | | 81.0 | 5.0 | 14.0 |
| 5.7 | 2.0 | | | .1 | 2.9 | .4 | | | .3 | .6 | 2.2 | 75.8 | 6.7 | 17.5 |
| 4.2 | | 6.3 | .6 | | | | 1.6 | | | | 2.6 | 88.4 | 9.3 | 2.3 |
| 21.7 | | 1.7 | | 3.3 | | 3.0 | 1.7 | | 2.7 | .7 | | 87.0 | 5.2 | 7.8 |
| 6.3 | 1.2 | 5.5 | .2 | .6 | 1.1 | .6 | .3 | .1 | .1 | .4 | 1.2 | 92.7 | 3.0 | 4.3 |
| 6.5 | 1.6 | 5.2 | .2 | .5 | | 3.6 | .7 | | .9 | .6 | .1 | 84.4 | 7.1 | 8.5 |
| 7.0 | | | | .2 | .3 | .5 | 1.6 | .1 | 4.4 | 1.9 | 3.2 | 82.4 | 4.3 | 13.3 |
| .5 | | | | .3 | 4.8 | 1.2 | .2 | | | 1.1 | 1.2 | 81.0 | 5.3 | 13.7 |
| 6.5 | | 2.7 | | .2 | 2.0 | 5.5 | | | 1.1 | .6 | 1.8 | 76.8 | 6.7 | 16.5 |
| 5.5 | | .5 | .4 | .2 | .3 | 4.3 | .2 | .2 | .2 | .2 | .1 | 85.7 | 4.3 | 10.0 |
| 9.5 | 3.7 | .9 | .5 | 1.6 | .1 | 1.9 | .6 | .3 | | .3 | 1.4 | 90.3 | 4.7 | 5.0 |
| .8 | .9 | | | | 1.9 | 19.3 | 4.3 | | .7 | | .4 | 79.9 | 4.8 | 15.3 |
| 4.4 | 1.2 | | | | 1.0 | 8.0 | 1.0 | .8 | .2 | .5 | .1 | 87.8 | 4.7 | 7.5 |
| 5.3 | | | | | 1.2 | 2.1 | .1 | | 2.5 | .2 | 3.3 | 81.5 | 3.7 | 14.8 |
| 10.8 | .7 | | | | | 1.2 | | | | .2 | 1.2 | 82.0 | 9.4 | 8.6 |
| 1.6 | | .7 | | | 1.4 | 4.6 | 1.6 | | | | | 73.4 | 2.6 | 24.0 |
| 7.7 | 2.8 | | | .4 | 2.6 | 4.2 | 1.7 | .1 | .7 | .3 | 2.0 | 87.2 | 5.2 | 7.6 |
| .5 | | | .3 | .2 | .3 | 2.8 | .9 | | | .2 | 2.0 | 91.2 | 4.0 | 4.8 |
| .9 | 1.2 | .2 | | .2 | | .4 | | | .8 | 2.0 | .8 | 94.9 | 1.9 | 3.2 |
| 2.4 | .1 | .8 | 3.8 | 1.8 | | 2.5 | 5.7 | | | 1.4 | .3 | 90.7 | 3.6 | 5.7 |
| 10.3 | 1.0 | .5 | | | .2 | .4 | | .1 | 1.3 | | 1.1 | 89.3 | 5.7 | 5.0 |
| 2.2 | | 2.9 | | .1 | .4 | .1 | 2.9 | .3 | | .9 | 5.3 | 76.0 | 10.0 | 14.0 |
| 3.0 | | | | | 1.1 | 12.7 | 10.7 | .5 | | 6.2 | | 88.7 | 6.0 | 5.3 |

CONSUMER ADVERTISING BUDGETS FOR 1933

210 Companies

| Industry | MADE UP IN ADVANCE FOR | | | | | REVISION | | | |
|---------------------|------------------------|-------------|-------|--------|--------|----------|-------------|--------------|---------------|
| | Calendar Year | Fiscal Year | 1 Mo. | 2 Mos. | 3 Mos. | 6 Mos. | Every Month | Every 3 Mos. | Semi-Annually |
| Agricultural Equip. | 4 | 1 | 3 | | | | 1 | 3 | |
| Automobiles | 1 | | | 1 | | 2 | 1 | | |
| Auto Accessories | 4 | 1 | | | | 1 | 1 | | 1 |
| Auto Trucks | | | 2 | | 2 | | 1 | 2 | |
| Clothing | 4 | 3 | 1 | | | 3 | | 1 | 4 |
| Coffee & Tea | | 1 | 1 | | 3 | | | 1 | |
| Confections | 3 | 1 | | | | | | | |
| Drugs & Toilet Art. | 8 | 2 | 1 | | | | 2 | 2 | 2 |
| Drug Sundries | 8 | | 1 | | | | 2 | 4 | |
| Electrical Equip. | 7 | | 2 | | | | | | 3 |
| Financial & Insur. | 5 | 1 | | | | | | 1 | |
| Floor Coverings | 3 | | 1 | | | 1 | 1 | | |
| Furn., Home Furn. | 8 | | 1 | | 1 | 1 | 1 | | 1 |
| Grocery Products | 12 | 7 | 2 | | | | 1 | 3 | 4 |
| Heating, etc. | 4 | 2 | 1 | | | 1 | | 2 | 3 |
| Household Elec.App. | 4 | | 1 | | | | 1 | | 1 |
| Jewelry, etc. | 4 | 1 | 2 | | 1 | 1 | | 3 | 3 |
| Knit Goods, etc. | 2 | 2 | | | 1 | | 1 | | 2 |
| Office Equipment | 2 | 1 | 2 | | 1 | 1 | | | 1 |
| Paints & Varnishes | 2 | 2 | 2 | | | 1 | | 1 | 2 |
| Petroleum Products | 6 | | | | | 1 | | 2 | |
| Proprietary Med. | 3 | | 2 | | | 2 | 1 | 2 | 1 |
| Radio Equipment | 3 | | 1 | | | 1 | | 3 | |
| Shoes | 3 | 2 | 1 | | | 2 | 2 | 3 | 2 |
| Textiles | 2 | 2 | 2 | | | 2 | | 2 | 2 |
| Travel & Trans. | 4 | | | | 1 | 1 | | 2 | |
| Not Classified | 8 | 2 | 1 | | 3 | | 2 | 3 | 2 |
| TOTAL | 114 | 31 | 30 | 1 | 12 | 22 | 18 | 41 | 33 |

BASIS UPON WHICH BUDGETS WERE DETERMINED

182 Companies

| Industry | Estimated Amount Needed for Adequate Campaign | Percentage of 1932 Sales | Percentage of 1933 Est. Sales | Comb. of 1932 & 1933 Est. Sales | Other Methods |
|------------------------------|---|--------------------------|-------------------------------|---------------------------------|---------------|
| Agricultural Equip. | 3 | | 3 | 1 | |
| Automobiles | 1 | | 3 | | |
| Auto Accessories | 2 | 1 | 2 | | 1 |
| Auto Trucks | | | | 1 | |
| Clothing | 5 | 2 | 1 | 2 | |
| Coffee & Tea | 4 | | | | |
| Confections | 1 | 1 | | | |
| Drugs & Toilet Art. | 3 | 4 | 2 | 1 | 1 |
| Drug Sundries | 5 | | 3 | | |
| Electrical Equip. & Supp. | 7 | | 2 | | |
| Financial & Insurance | 5 | | | | |
| Floor Coverings | 3 | | 1 | | |
| Furniture, Home Furn., etc. | 5 | . | 5 | | 1 |
| Grocery Products | 8 | 2 | 4 | | 2 |
| Heating, etc. | 5 | | 3 | | |
| Household Elec. Appliances | 3 | 1 | 1 | | |
| Jewelry, Clocks & Silverware | 1 | | 4 | | |
| Knit Goods, etc. | 2 | 1 | 2 | | |
| Office Equipment & Supplies | 2 | 1 | 1 | 1 | |
| Paints & Varnishes | 4 | | 2 | | |
| Petroleum Products | 4 | | 2 | | 1 |
| Proprietary Medicines | 2 | 1 | 3 | | |
| Radio Equipment & Supplies | 1 | 1 | 1 | 1 | 1 |
| Shoes | | 1 | 4 | 1 | 1 |
| Textiles | 5 | 1 | 1 | | |
| Travel & Transportation | 3 | | | 1 | |
| Not Classified | 4 | 3 | 5 | 1 | |
| TOTAL CONSUMER | 88 | 20 | 55 | 11 | 8 |

COMPARISON OF 1933 CONSUMER BUDGETS WITH 1932 EXPENDITURES

Forty-six Consumer Advertisers reported that they expected to spend more for advertising in 1933 than in 1932, 108 expected to spend less, and 43 expected to spend approximately the same amount. A detailed tabulation showing the percentage of increase or decrease of 1933 budgets compared with 1932 expenditures as reported by individual advertisers in each industry appears on pages 86 and 87.

The table on page 85 shows the number of companies in the Consumer Group increasing and decreasing expenditures in each medium in their budgets for 1933 compared with 1932 expenditures.

This table is based on reports of 163 advertisers.

COMPARISON OF 1933 BUDGETS WITH 1932 EXPENDITURES

Showing the Number of Consumer Advertisers
Increasing and Decreasing Allowances
for Each Medium

| <u>Media</u> | <u>No. Cos.</u> | <u>Increase</u> | <u>Decrease</u> | <u>Same</u> |
|----------------------------|-----------------|-----------------|-----------------|-------------|
| Magazines | 111 | 40 | 39 | 32 |
| Newspapers | 105 | 31 | 40 | 34 |
| Radio | 54 | 17 | 25 | 12 |
| Business Papers | 29 | 5 | 5 | 19 |
| Trade Papers | 108 | 19 | 25 | 64 |
| Industrial Publications | 32 | 7 | 10 | 15 |
| Farm Journals | 30 | 9 | 8 | 13 |
| Outdoor | 51 | 17 | 12 | 22 |
| Car Cards | 16 | 6 | 1 | 9 |
| Direct Mail - Consumer | 95 | 23 | 23 | 49 |
| Direct Mail - Dealer | 78 | 21 | 14 | 43 |
| Dealer Helps | 103 | 31 | 26 | 46 |
| Displays | 105 | 30 | 20 | 55 |
| Free Goods & Allowances | 23 | 3 | 5 | 15 |
| Samples | 32 | 7 | 5 | 20 |
| Premiums | 11 | 3 | 2 | 6 |
| Miscellaneous Novelties | 31 | 4 | 3 | 24 |
| House Organs | 43 | 10 | 3 | 30 |
| Sales & Service Literature | 66 | 14 | 13 | 39 |
| Conventions & Exhibits | 63 | 10 | 14 | 39 |
| Motion Pictures | 22 | 2 | 7 | 13 |
| Price Lists, etc. | 32 | 8 | 5 | 19 |
| Publicity | 45 | 8 | 4 | 33 |

COMPARISON OF 1933 ADVERTISING BUDGETS WITH 1932 EXPENDITURES

197 Companies

Showing Percentage of Increase or Decrease
in Appropriations of Individual Companies

| INDUSTRY | INCREASE | | DECREASE | | SAME |
|-----------------------------------|----------|-----------------------------|----------|--|------|
| | No. | Per | No. | Per | No. |
| | Cos. | Cent | Cos. | Cent | Cos. |
| Agricultural Equipment & Supplies | 1 | 67.5 | 6 | 25.0 40.0 49.5 25.0 50.0 20.0 | |
| Airplanes | | | 1 | 14.0 | 1 |
| Automobiles | | | 4* | 25.0 30.0 50.0 | |
| Auto Accessories | | | 6* | 21.0 25.0 11.0 3.5 12.5 | |
| Auto Trucks | | | 1 | 33.0 | 2 |
| Clothing & Accessories | 2* | 15.0 | 6* | 15.0 35.0 40.0 8.0 25.0 | 2 |
| Coffee & Tea | 1 | | 3 | 30.0 37.0 10.0 | 1 |
| Confections | | | 2 | 40.0 .5 | 1 |
| Drug Sundries | 2 | 8.0 .6 | 4* | 33.3 7.9 1.0 | 3 |
| Drugs & Toilet Articles | 5* | 20.0 40.0 5.0 12.0 | 4* | 15.0 10.0 38.0 | 2 |
| Educational Service | | | 1 | 30.0 | |
| Electrical Equipment & Supplies | 1 | 37.0 | 5 | 13.5 6.2 24.3 15.0 50.0 | 2 |
| Financial & Insurance | 2 | 50.0 22.6 | 2 | 13.1 9.3 | 2 |
| Firearms & Explosives | | | 1 | 33.3 | |
| Floor Coverings | 1 | .5 | 4 | 50.0 15.0 50.0 18.0 | |

* Companies for which figures are not given did
not indicate size of increase or decrease

| INDUSTRY | INCREASE | | DECREASE | | SAME |
|-----------------------------------|----------|------------------------------|----------|--|------|
| | No. | Per | No. | Per | No. |
| | Cos. | Cent | Cos. | Cent | Cos. |
| Furniture, Home Furnishings, etc. | 5* | 2.0 4.5 10.0 10.0 | 3* | 20.0 46.2 | 3 |
| Grocery Products | 2 | 50.0 20.0 | 12* | 14.0 5.0 24.0 5.0 50.0 1.0 38.0 39.0 20.0 7.5 20.0 | 5 |
| Heating, Air Conditioning, etc. | 2* | | 4 | | 2 |
| Household Electrical Appliances | 2 | 13.9 10.0 | 2 | 33.3 33.3 | 1 |
| Jewelry, Clocks & Silverware | | | 8* | 15.0 54.0 15.9 12.5 40.0 50.0 33.0 | |
| Knit Goods, Hosiery & Underwear | 1 | 75.0 | 2 | 40.0 30.0 | 2 |
| Mail Order - Wearing Apparel | | | 1 | 20.0 | |
| Musical Instruments | | | 1 | 25.0 | |
| Office Equipment & Supplies | 2 | 16.6 20.0 | 1 | | 4 |
| Paints & Varnishes | 2* | | 3* | | 2 |
| Petroleum Products | 4 | 35.0 60.0 20.0 33.3 | 2 | 30.0 15.0 | 1 |
| Proprietary Medicines | 3 | 43.0 20.0 20.0 | 4* | 60.0 10.0 2.0 | |
| Public Utility | 1 | 10.0 | | | |
| Radio Equipment & Supplies | 1 | 1.5 | 2* | 25.0 | |
| Shoes | 2 | 25.0 20.0 | 4 | 27.0 30.5 10.0 21.0 | 1 |
| Sporting Goods | | | 1 | 54.0 | |
| Textiles | 4 | 10.0 41.0 40.0 50.0 | 3 | 20.0 95.0 1.0 | 1 |
| Travel & Transportation | | | 2 | 20.0 66.0 | 1 |
| Not Classified | | | 3 | 25.0 30.0 12.0 | 4 |
| TOTAL..... | 46 | | 108 | | 43 |

PART III

INDUSTRIAL ADVERTISERS

Part III contains an analysis of the budgets of 75 Industrial Advertisers similar to that for Consumer Advertisers presented in Part II.

Advertising expenditures are again divided into three general classifications: (1) administrative expenses of the advertising department, (2) space production costs (art work, engravings, etc.) and (3) expenditures in advertising media, or the actual cost of the space or material to the advertiser.

Relation of Advertising Expenditures to Sales Volume

On the opposite page appears a chart showing the relation of total advertising expenditures to net sales volume for 9 groups of Industrial Advertisers.

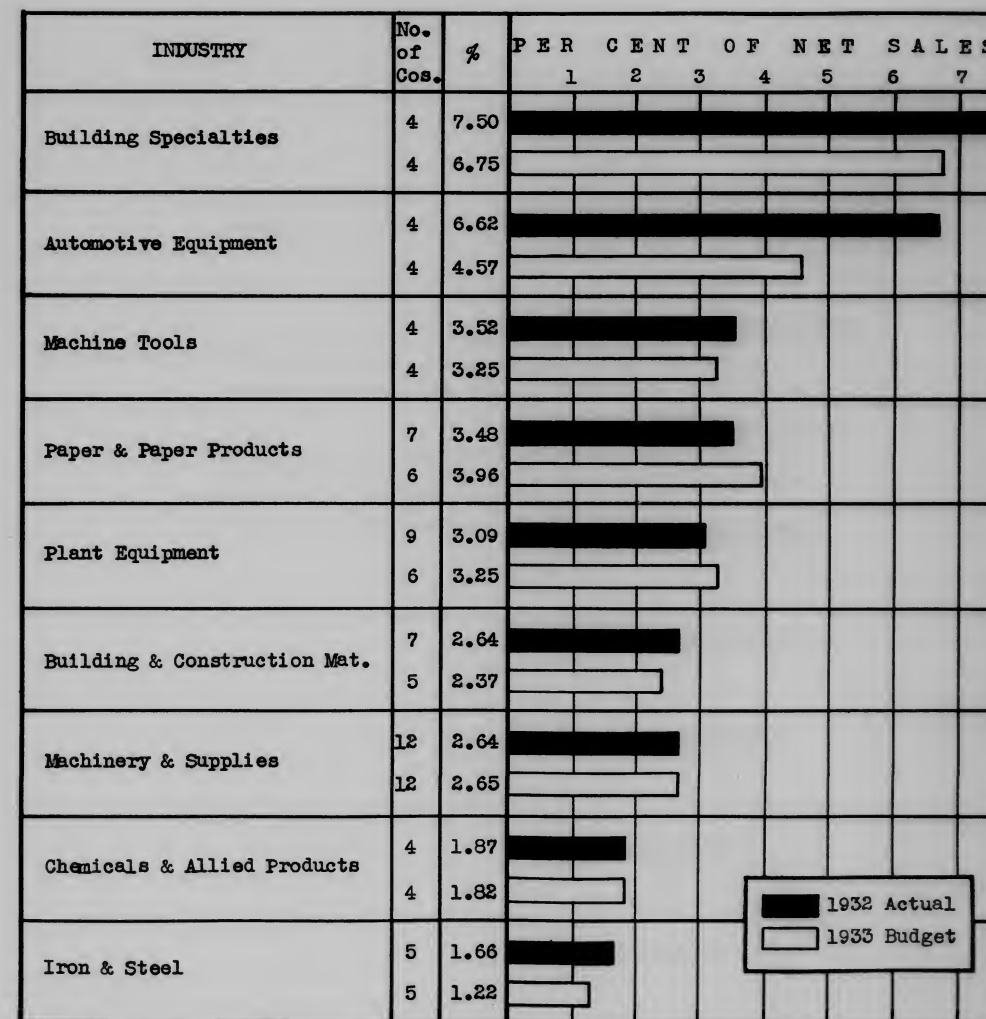
Companies with advertising appropriations in 1932 of more than \$500,000 averaged higher in the relation of total advertising expenditures to net sales than companies with appropriations of less than \$500,000 in the following groups: automotive equipment; building and construction materials; and iron and steel.

In all other groups, all companies reported advertising expenditures in 1932 of less than \$500,000.

On page 129 appears a table comparing figures on the relation of advertising expenditures to sales volume of Industrial Advertisers for the years 1929, 1930, 1932 and 1933.

TOTAL ADVERTISING EXPENDITURES

In Relation to Net Sales Volume



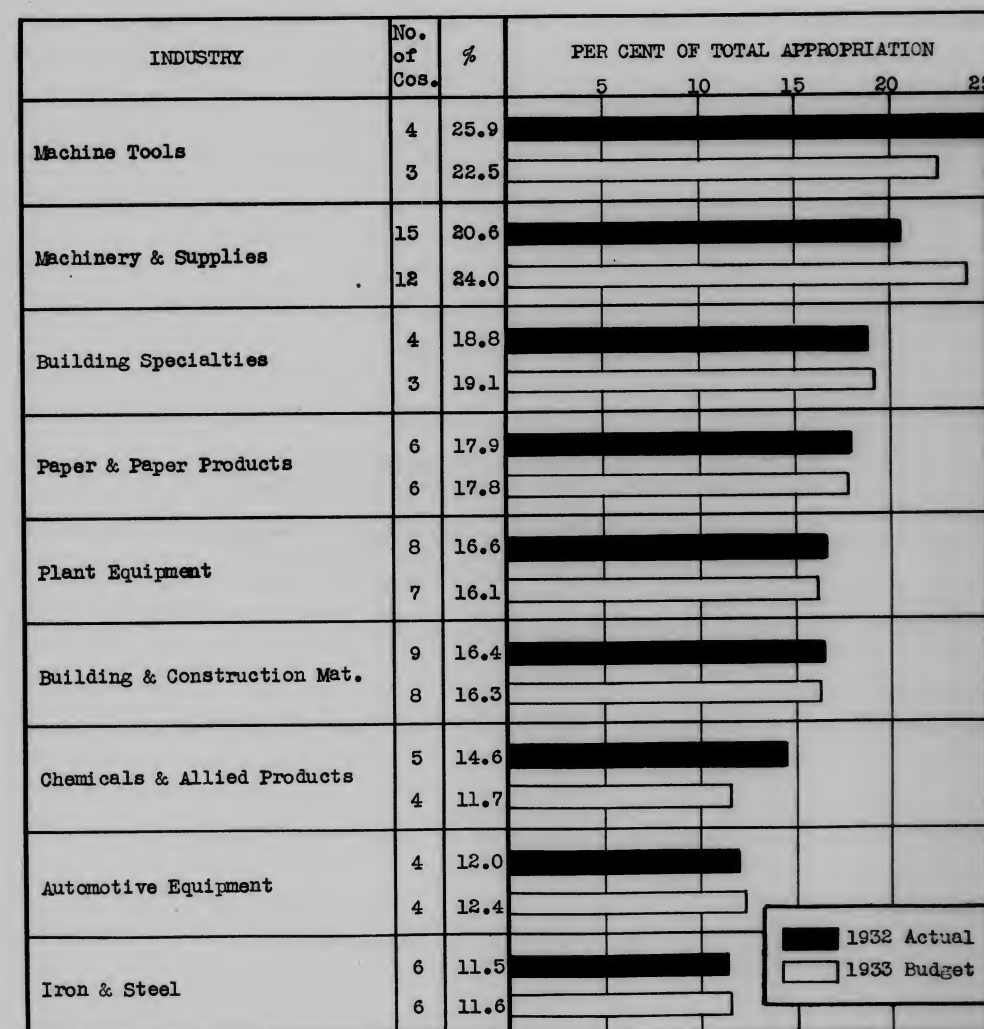
ADMINISTRATIVE EXPENSES OF ADVERTISING DEPARTMENT

This chart shows the relation of administrative expenses of the advertising department to the total advertising appropriation for each group of Industrial Products.

Included in administrative expenses are salaries of employees in the advertising department, traveling expenses, office equipment and supplies, rent, telephone and telegraph, and all other items of general overhead.

ADMINISTRATIVE EXPENSES OF ADVERTISING DEPARTMENT

In Relation to Total Advertising Appropriation



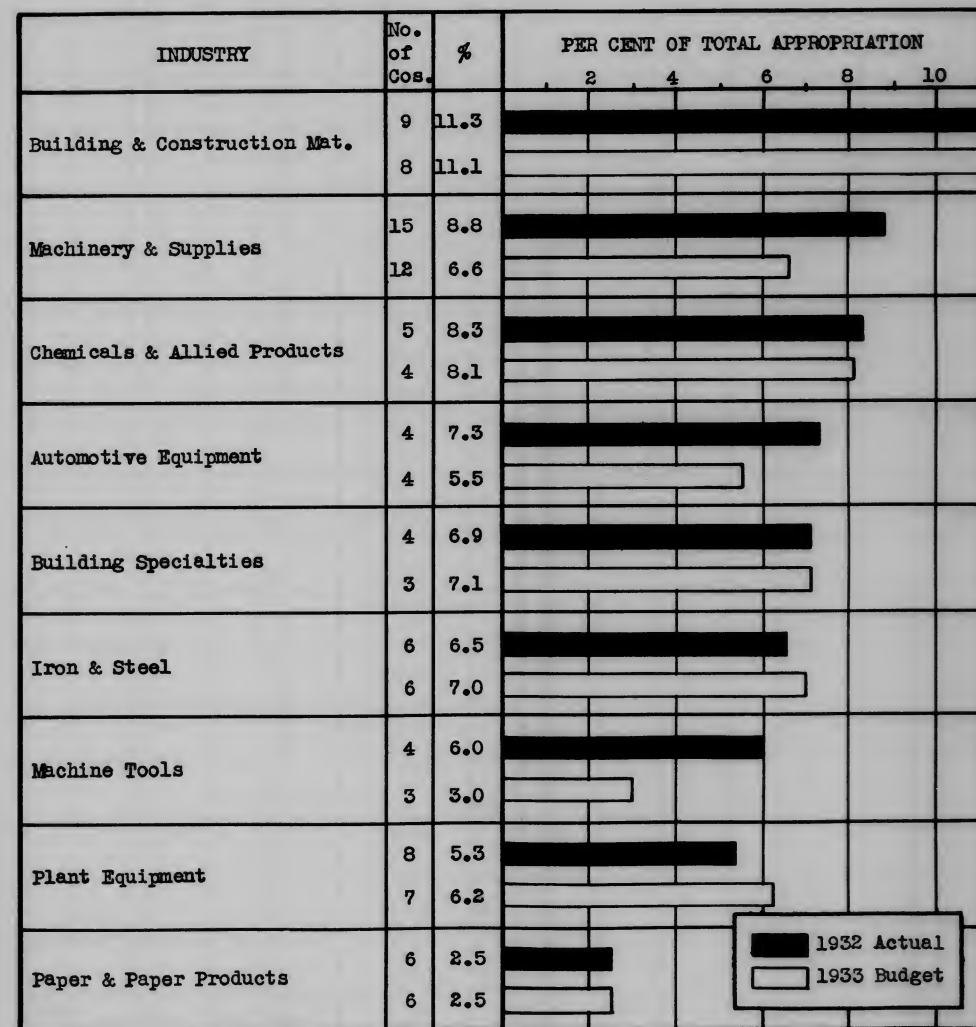
SPACE PRODUCTION COSTS

The relation of space production costs to the total advertising appropriation is shown in this chart.

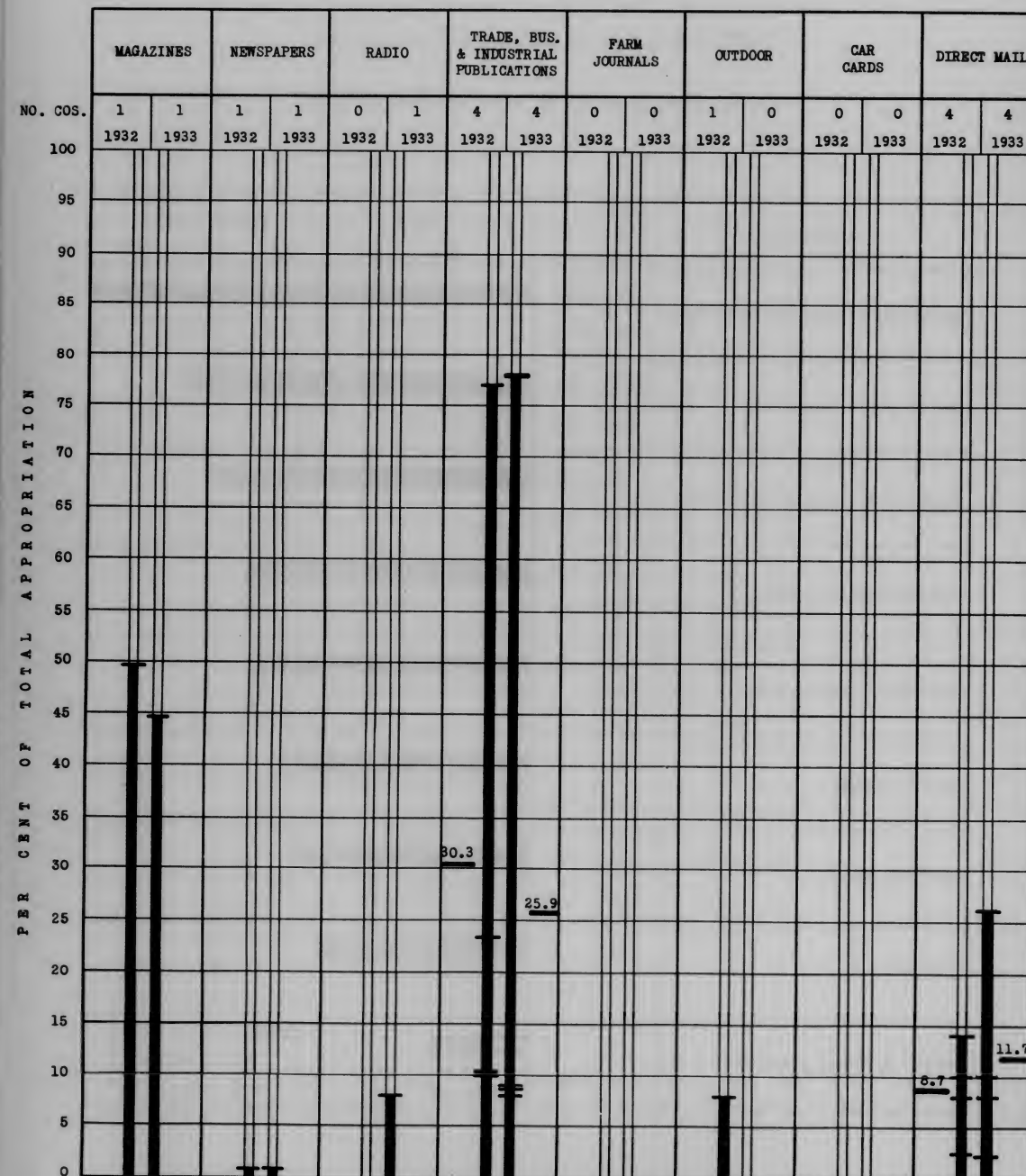
These costs include art work, photographs, drawings, engravings, mats, electros, and other "mechanical" costs that enter into the cost of preparing space advertising.

SPACE PRODUCTION COSTS

In Relation to Total Advertising Appropriation



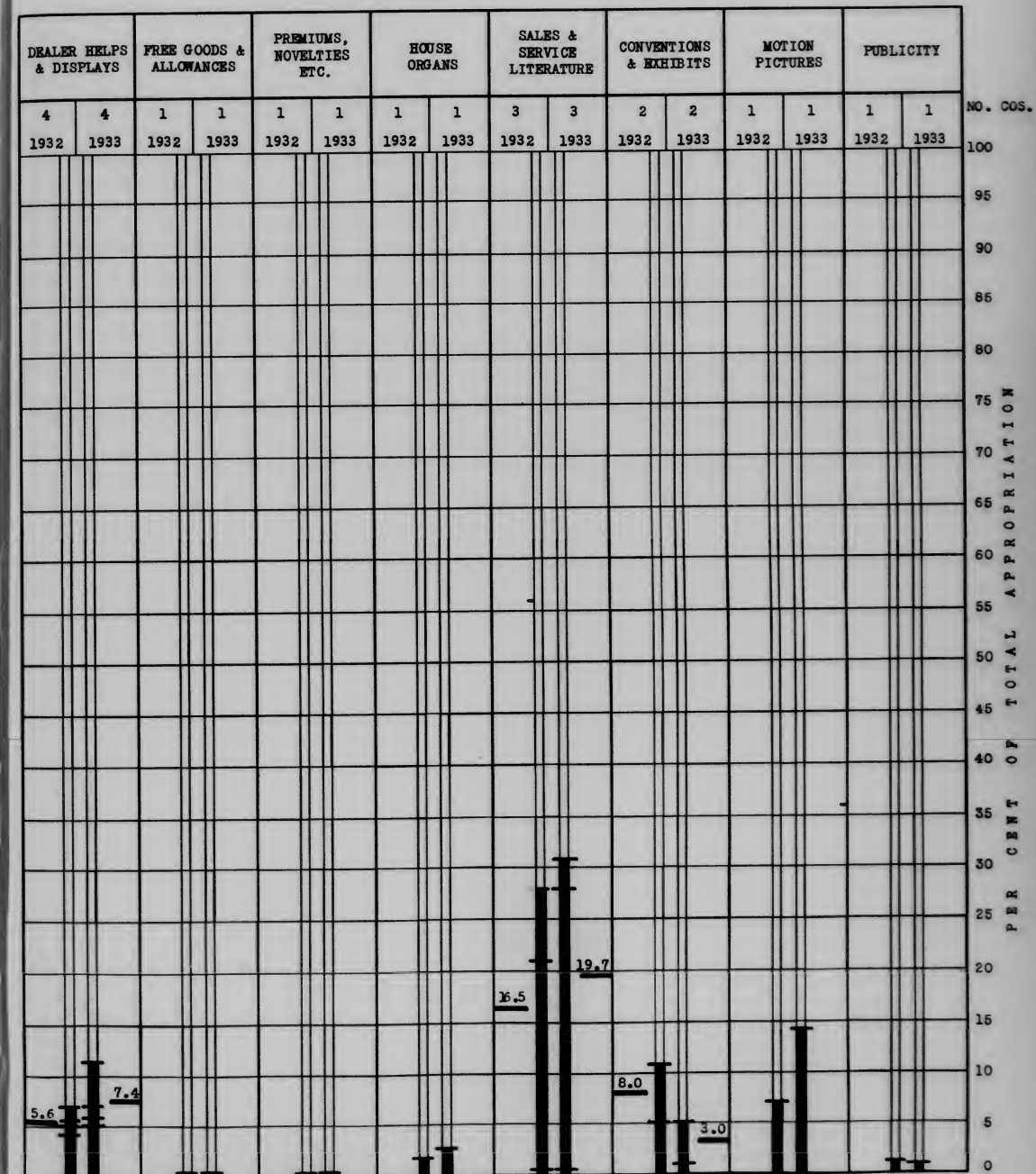
EXPENDITURES IN ADVERTISING MEDIA



Figures Indicate Average

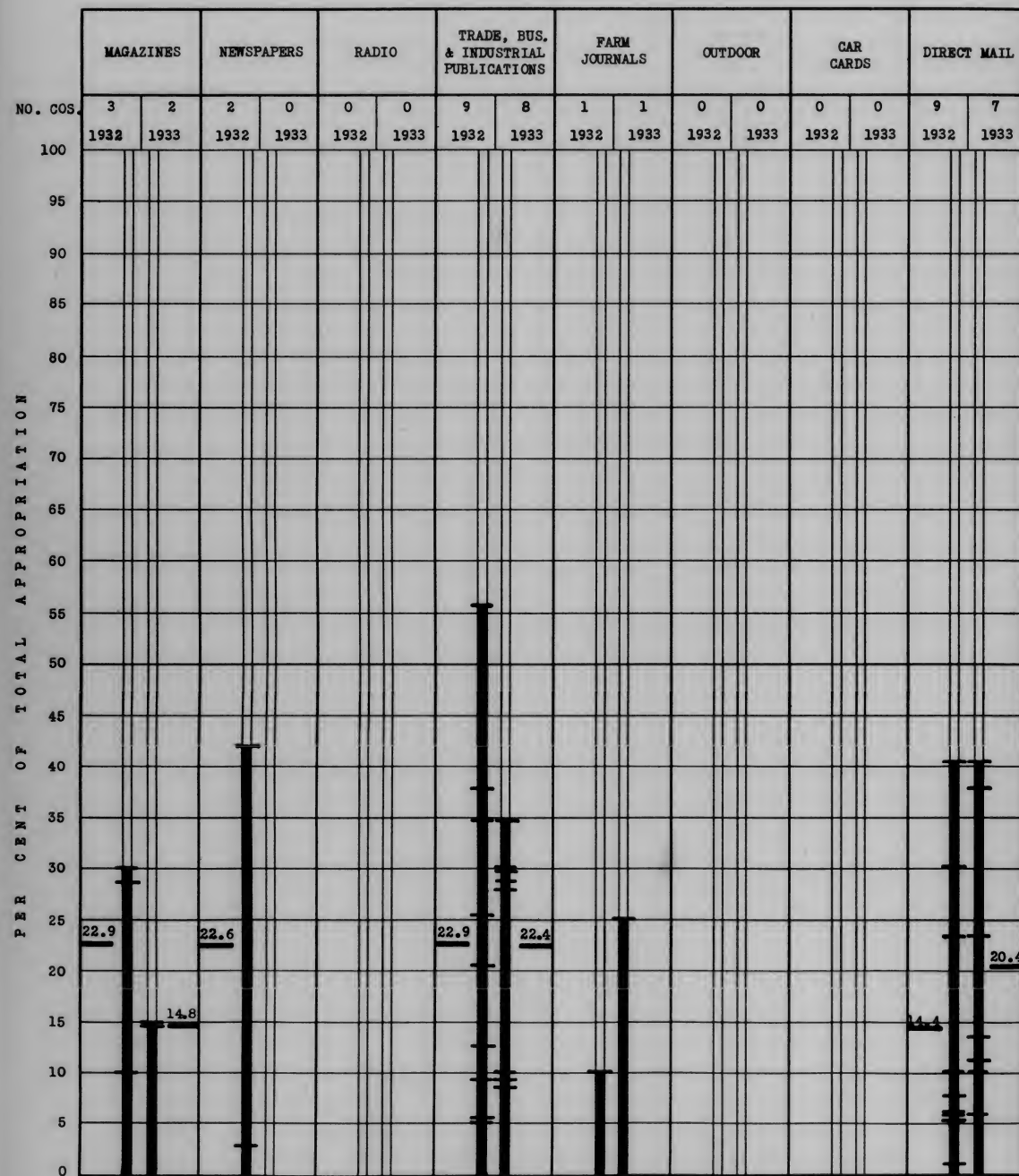
AUTOMOTIVE EQUIPMENT (Sold to Manufacturers)

4 Companies - 1932
4 Companies - 1933



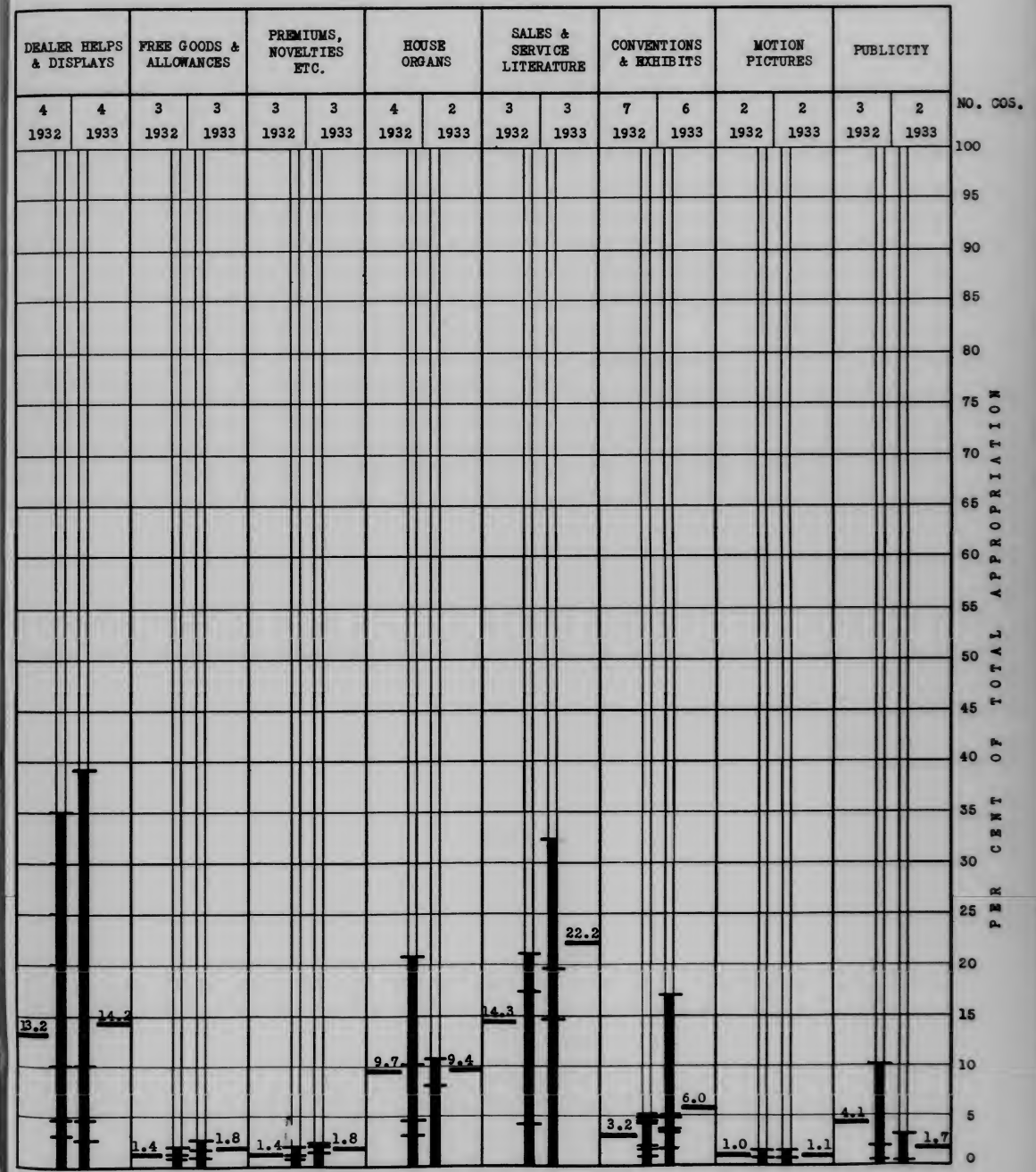
For Detailed Explanation of Chart See Page 7

EXPENDITURES IN ADVERTISING MEDIA

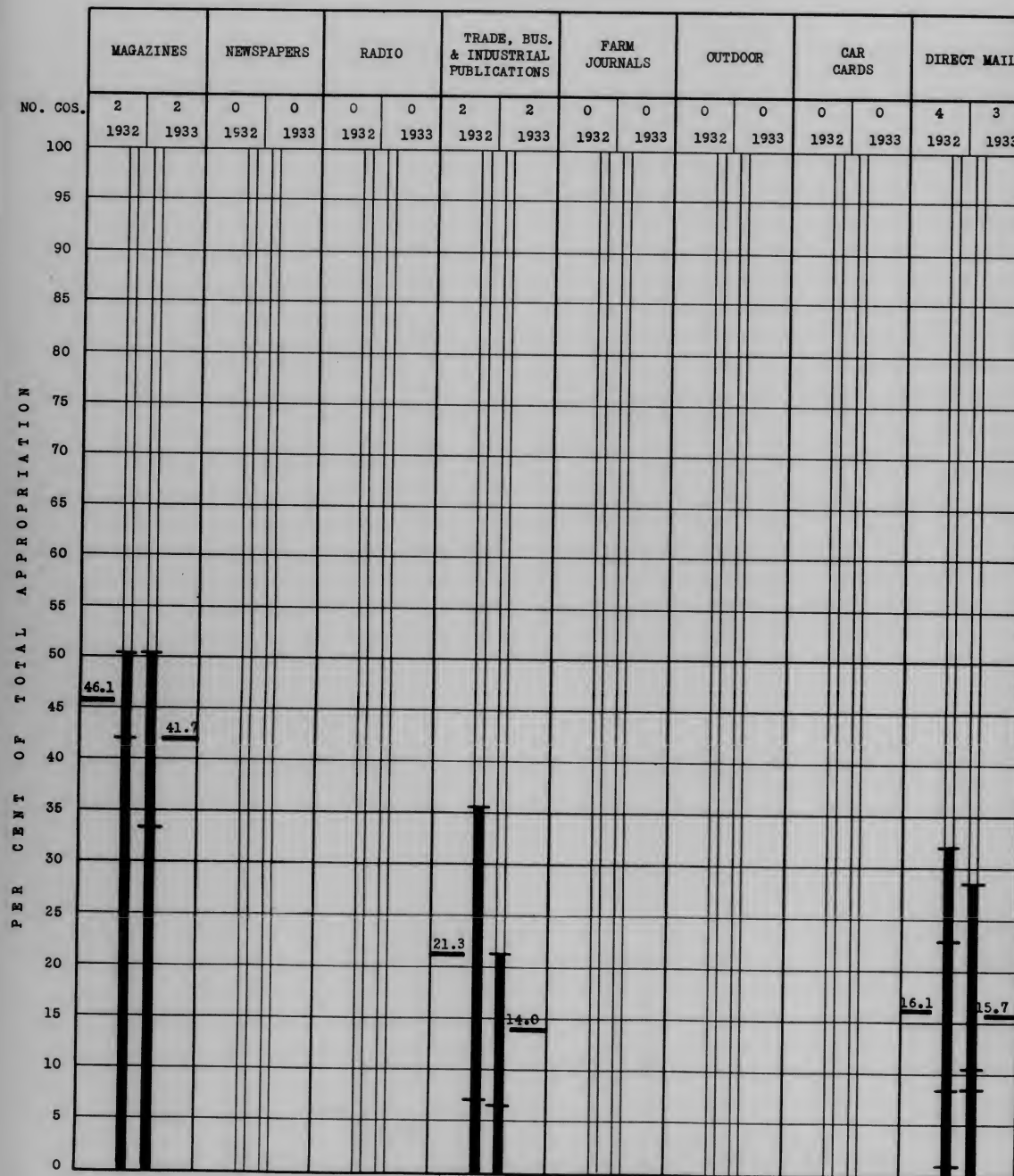


BUILDING & CONSTRUCTION MATERIALS

9 Companies - 1932
8 Companies - 1933

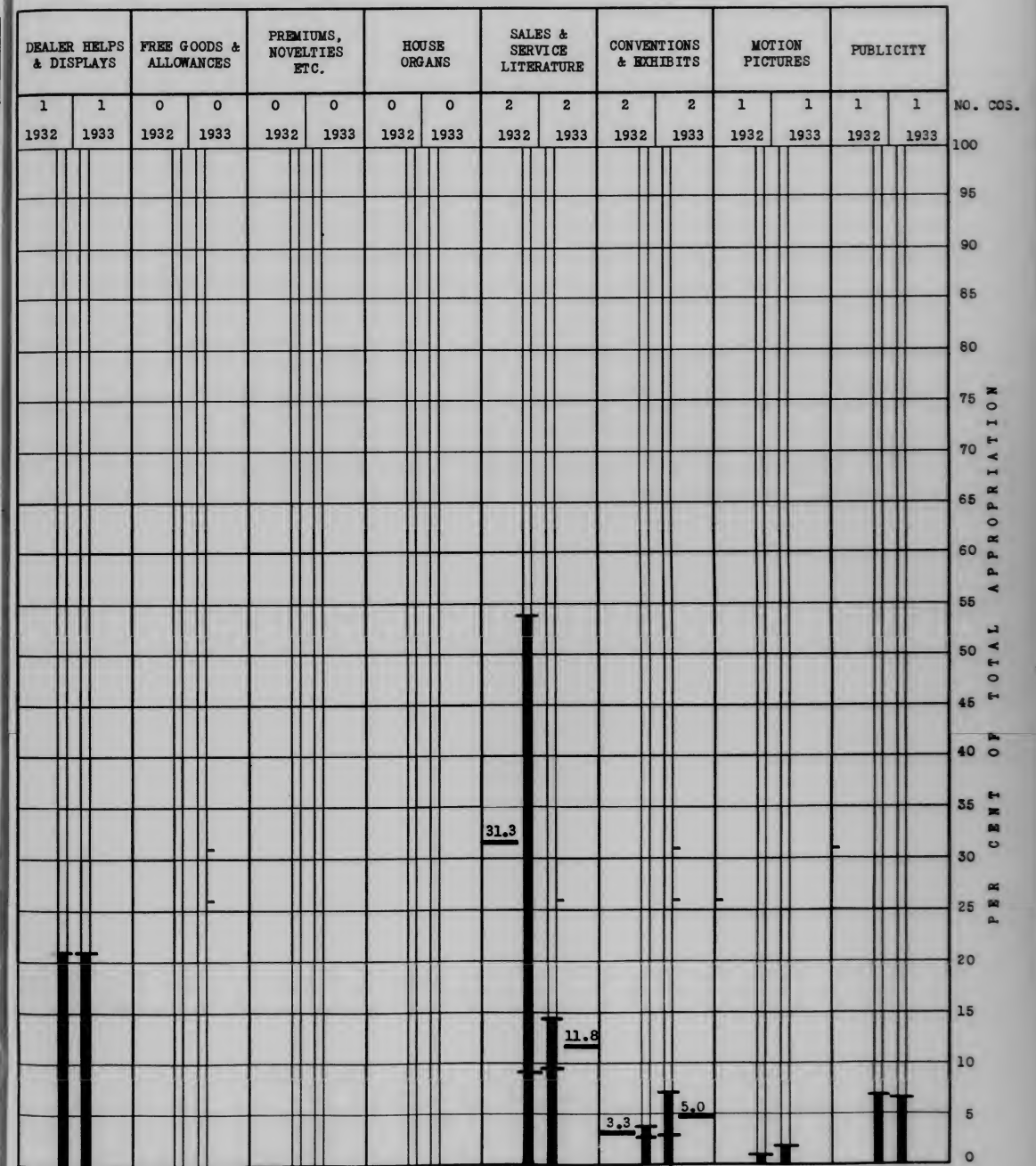


EXPENDITURES IN ADVERTISING MEDIA

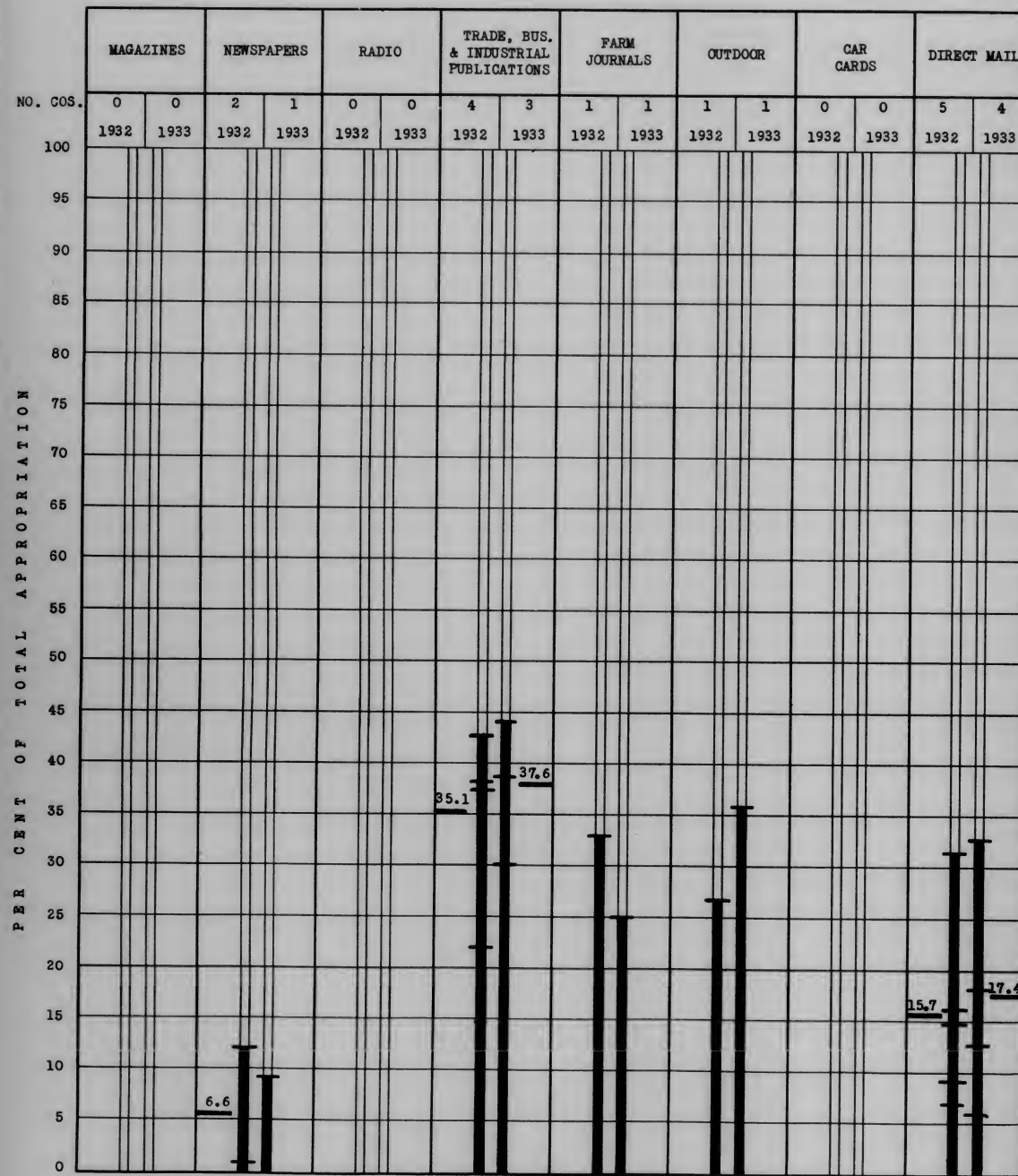


BUILDING SPECIALTIES

4 Companies - 1932
3 Companies - 1933



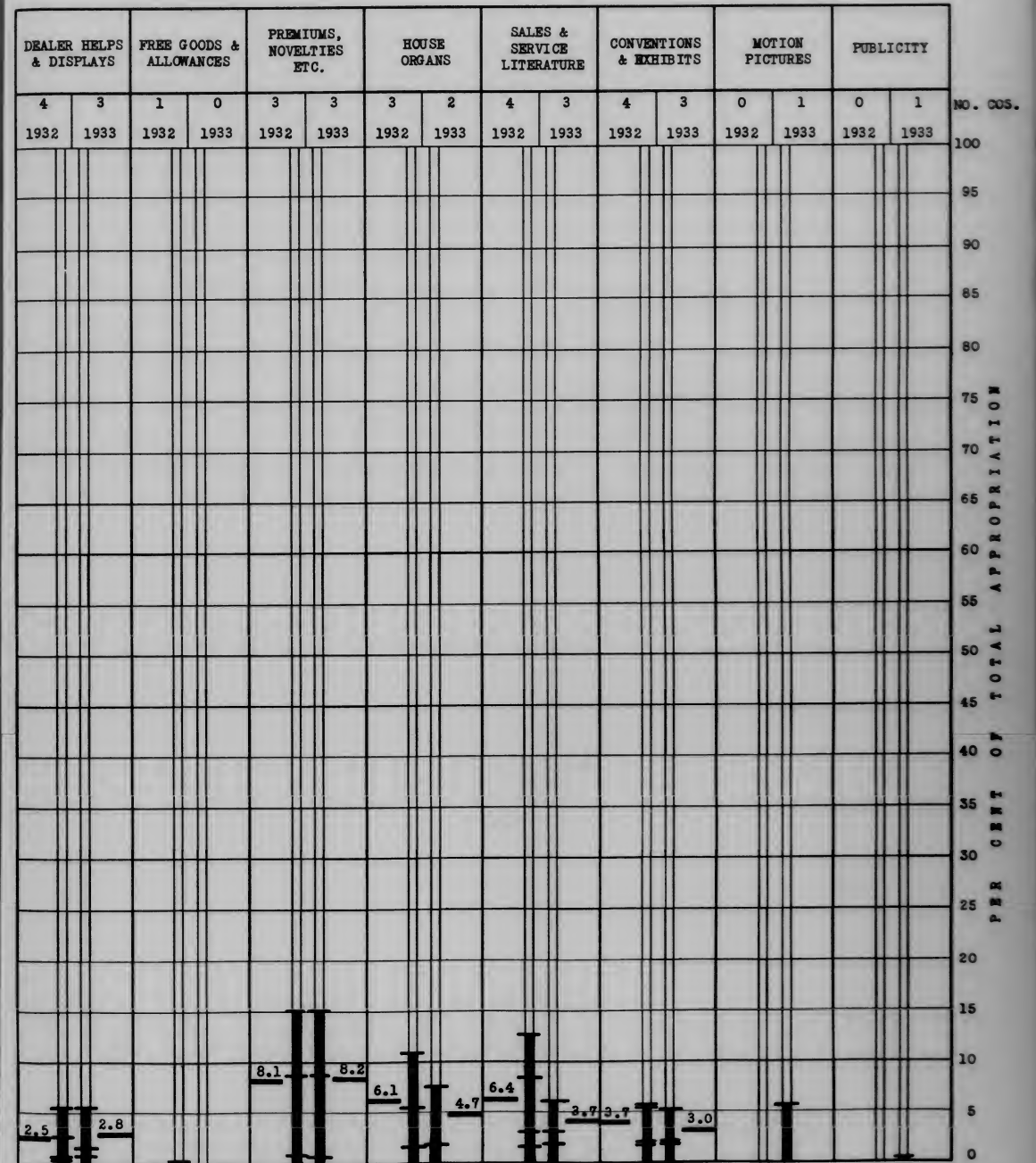
EXPENDITURES IN ADVERTISING MEDIA



Figures Indicate Average

100

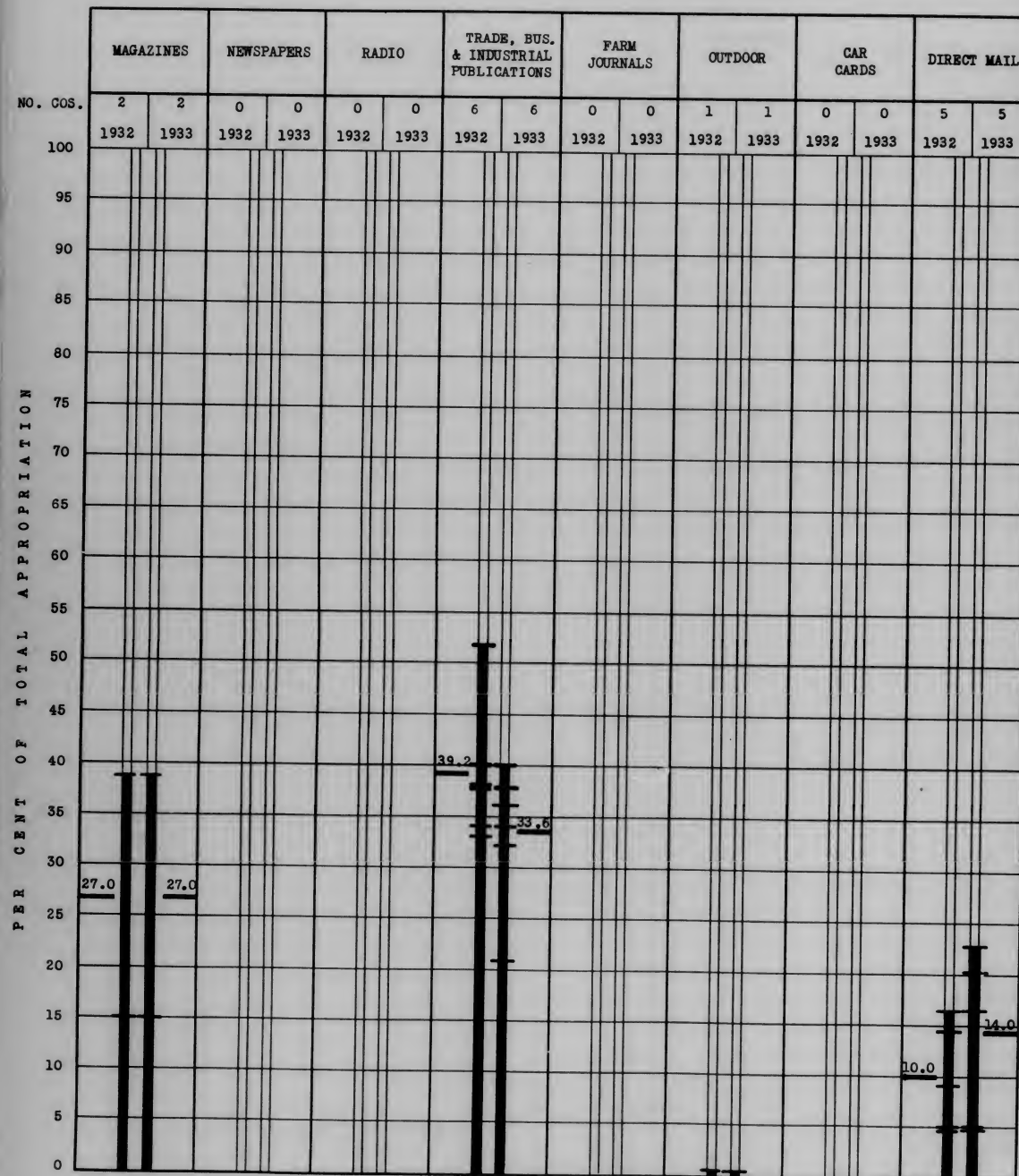
CHEMICALS & ALLIED PRODUCTS

5 Companies - 1932
4 Companies - 1933

For Detailed Explanation of Chart See Page 7

101

EXPENDITURES IN ADVERTISING MEDIA

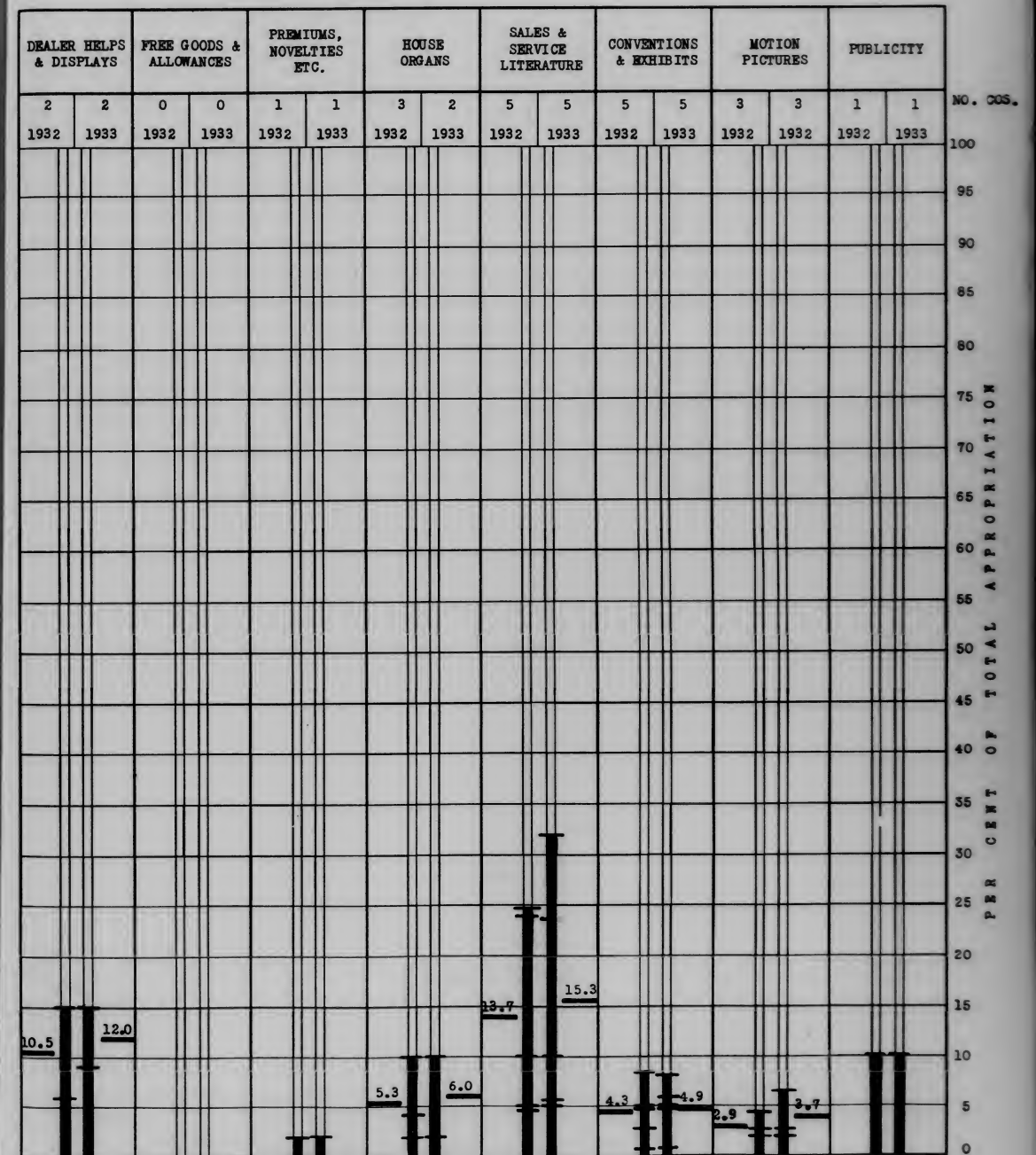


IRON & STEEL & THEIR PRODUCTS

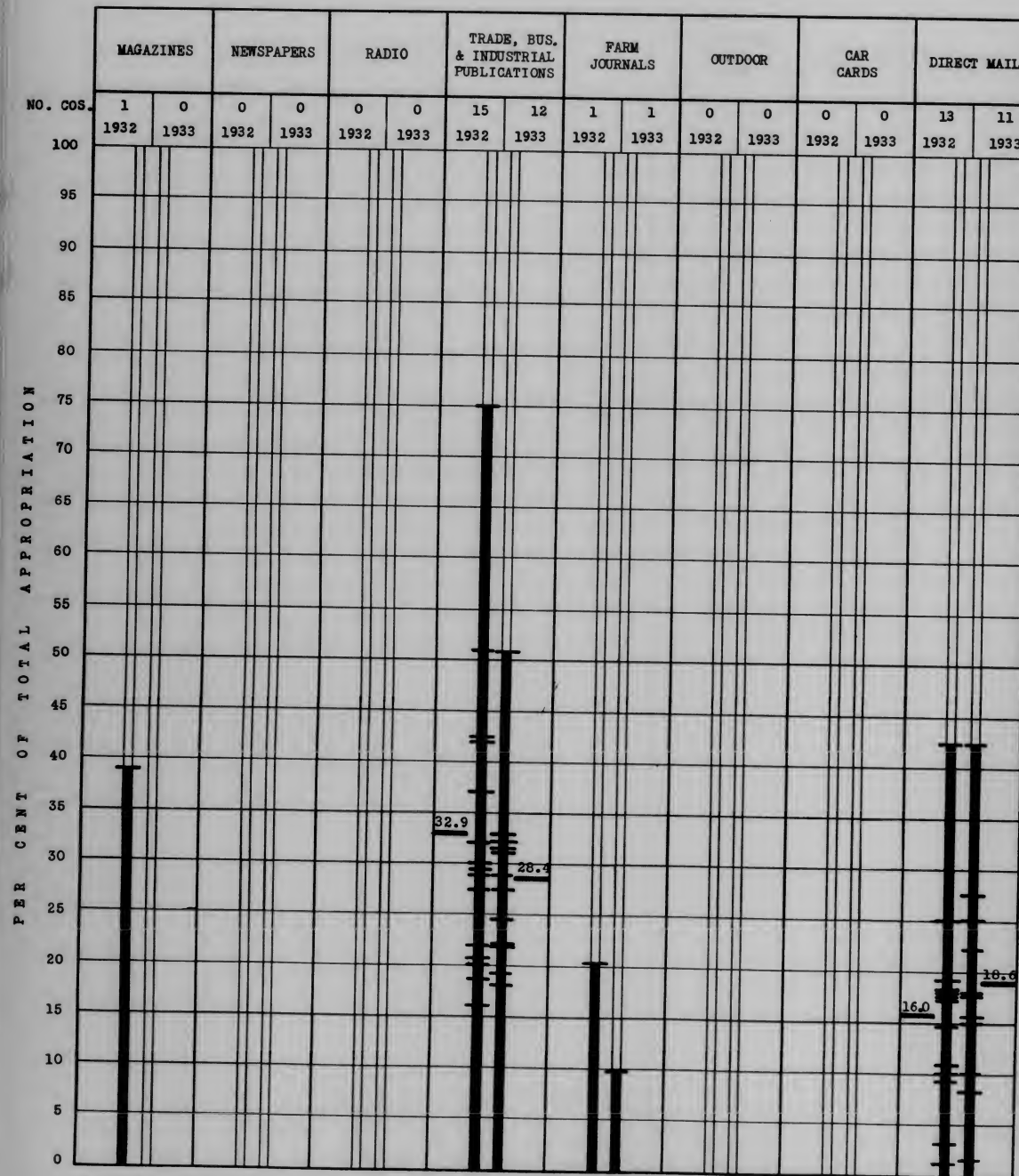
(Not Including Machinery and Tools)

6 Companies - 1932

6 Companies - 1933



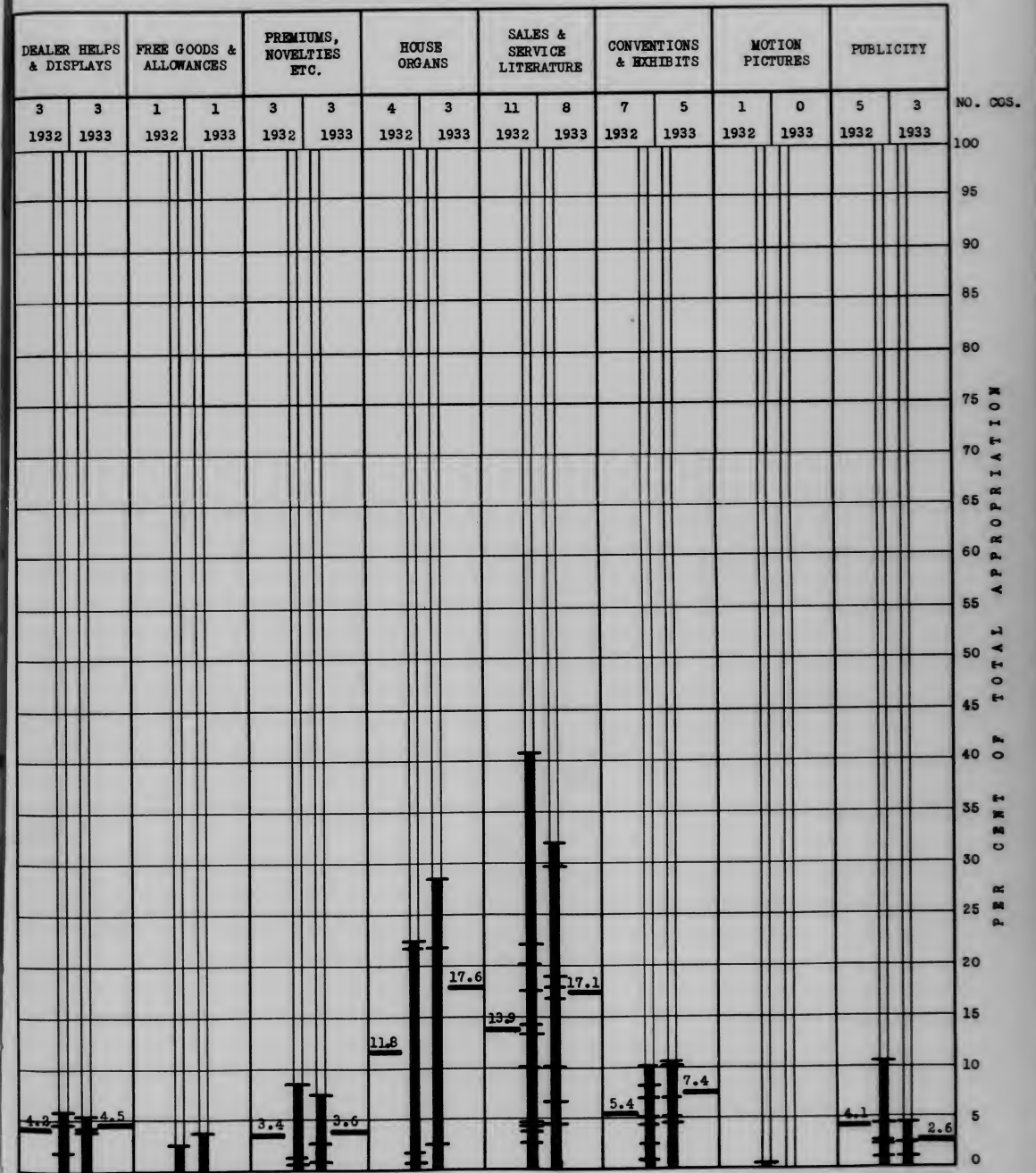
EXPENDITURES IN ADVERTISING MEDIA



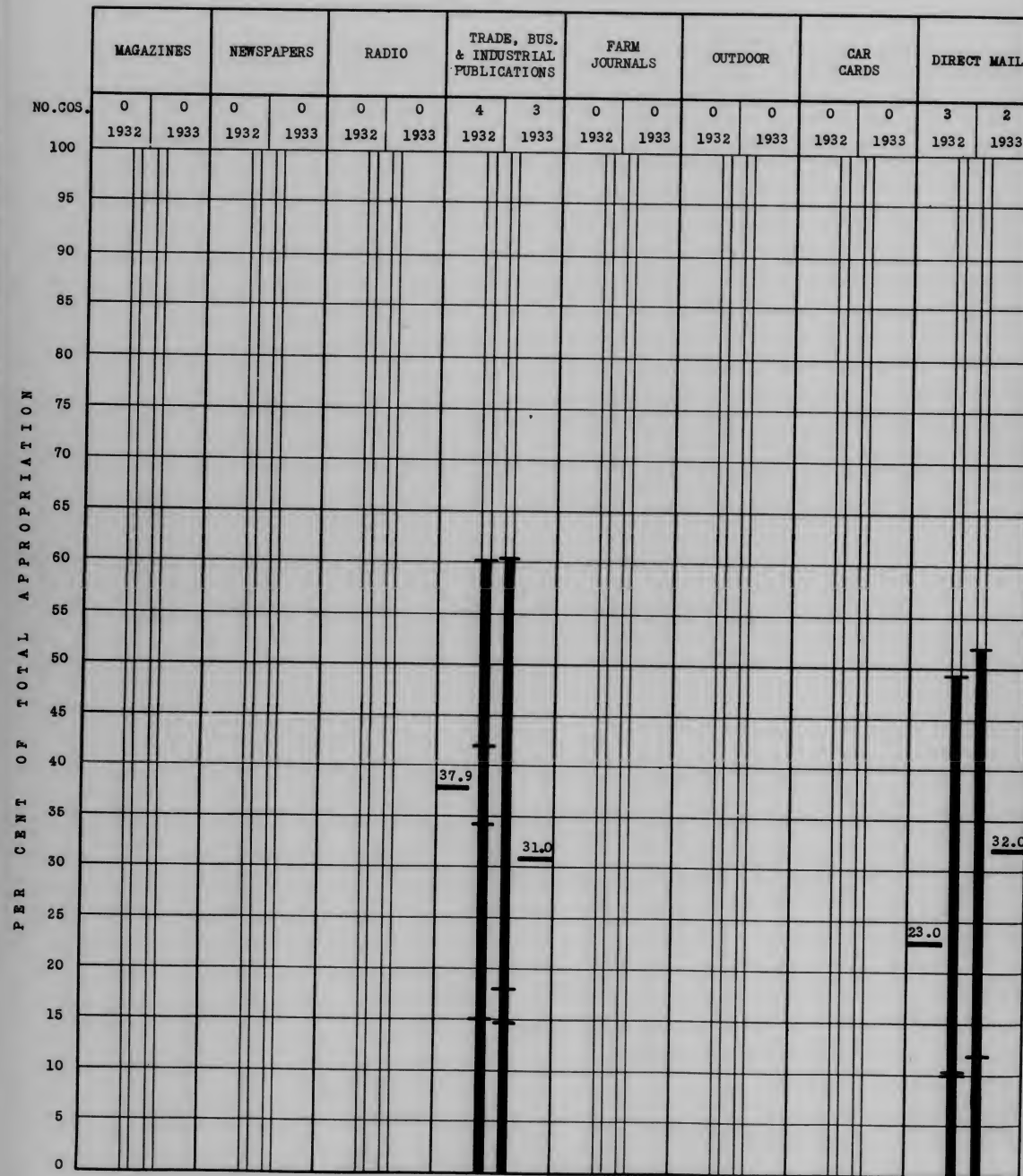
MACHINERY & SUPPLIES

(Not Including Automotive Equipment)

15 Companies - 1932
12 Companies - 1933

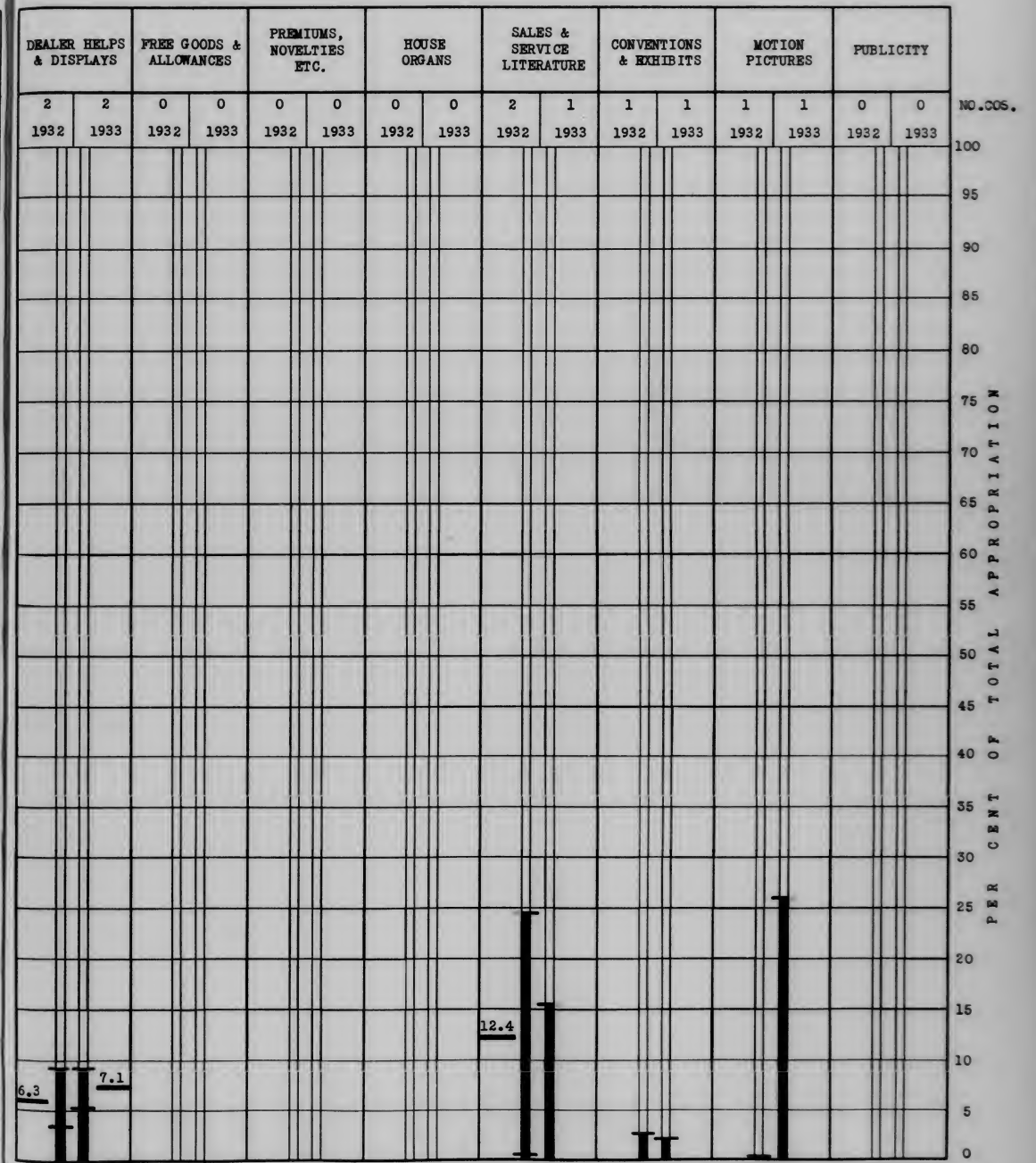


EXPENDITURES IN ADVERTISING MEDIA

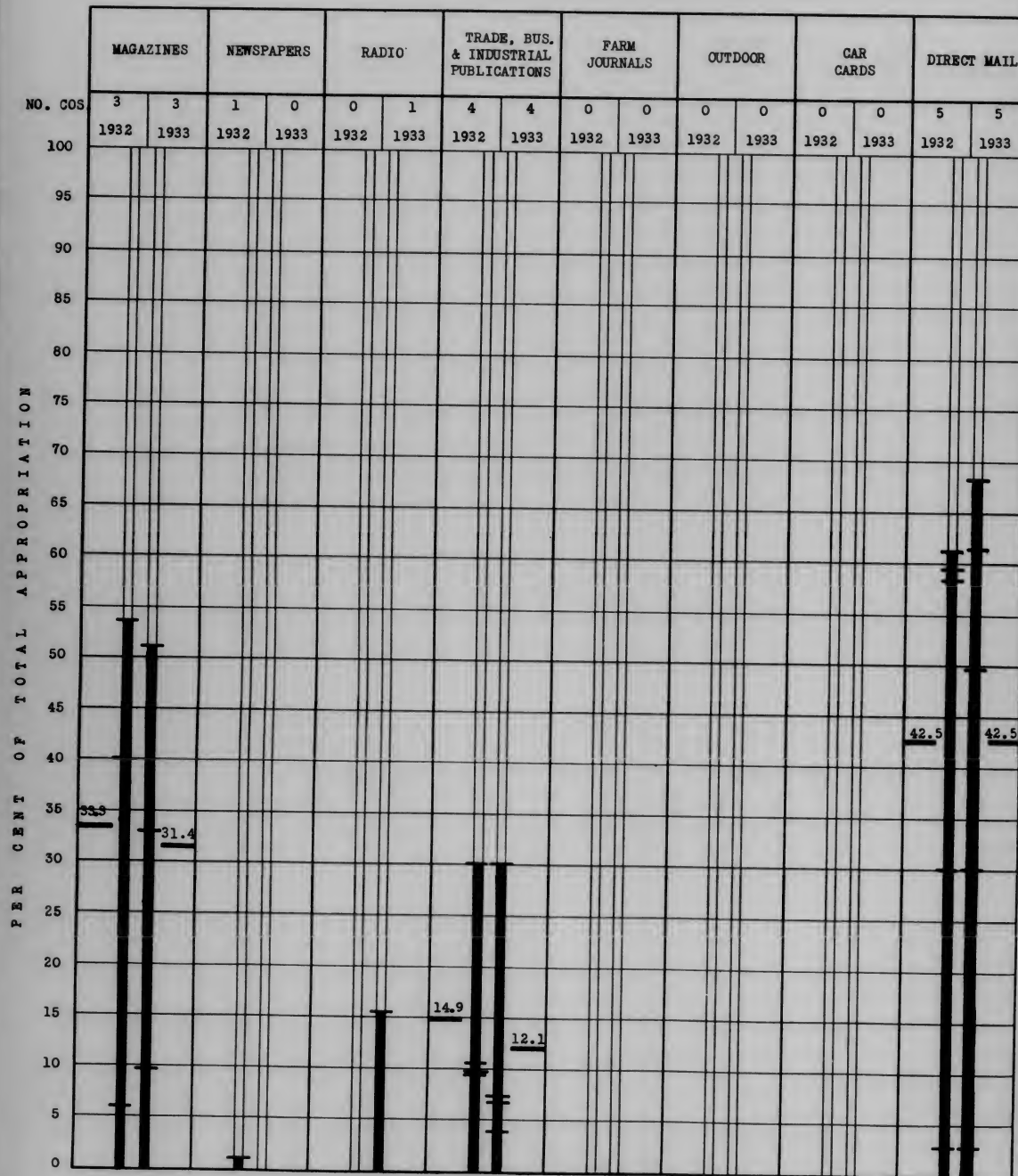


MACHINE TOOLS

4 Companies - 1932
3 Companies - 1933



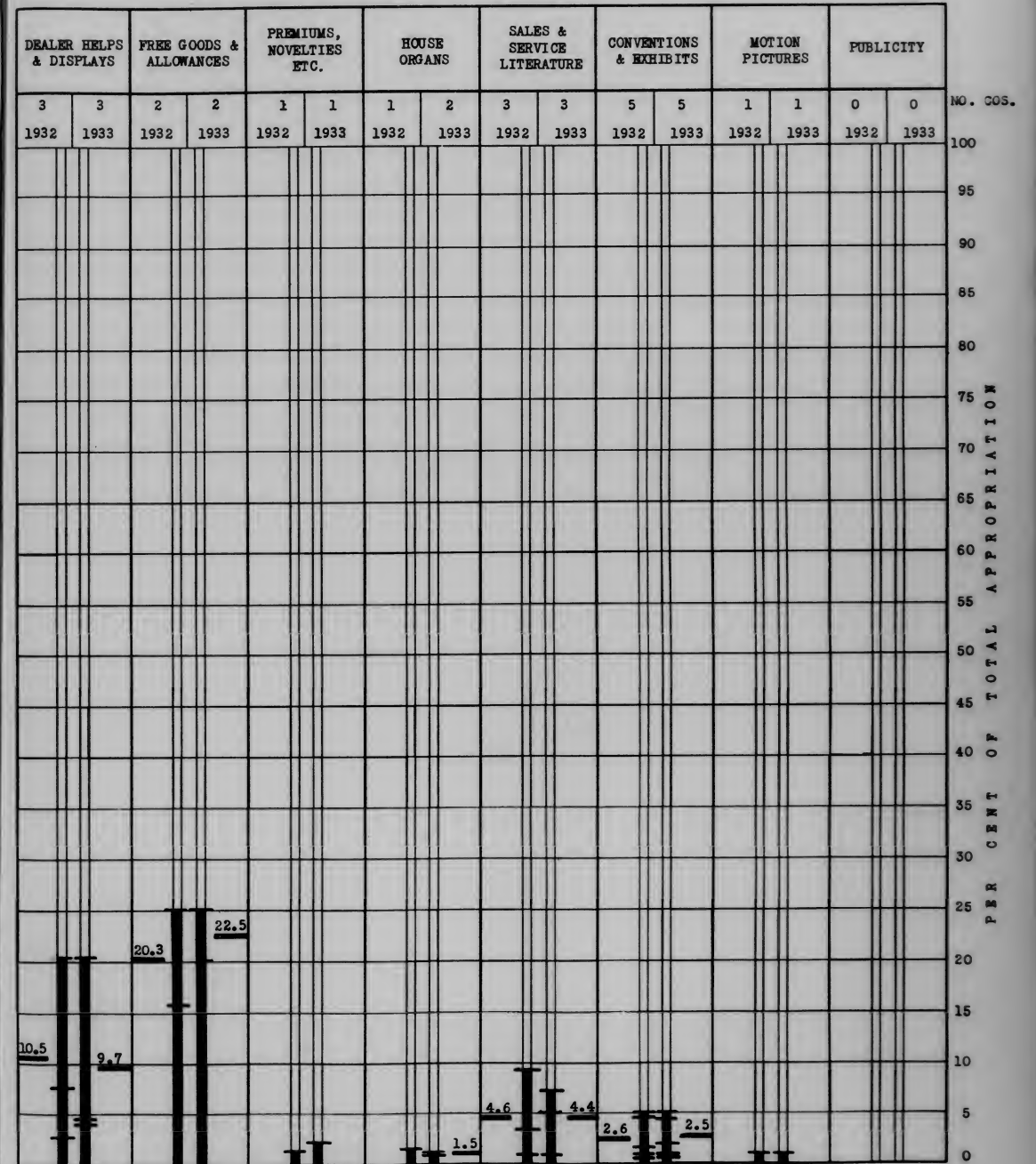
EXPENDITURES IN ADVERTISING MEDIA



Figures Indicate Average

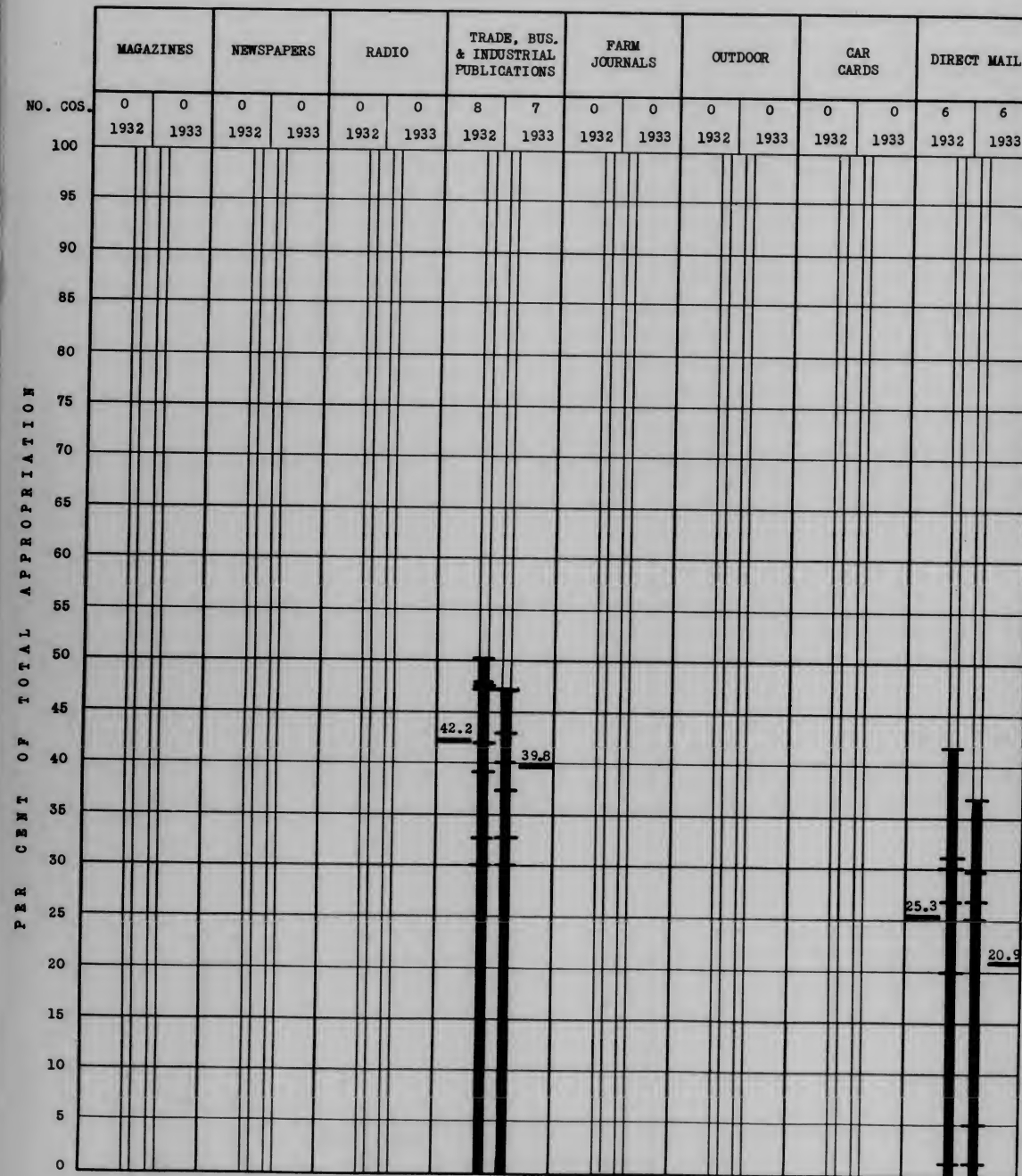
PAPER & PAPER PRODUCTS

6 Companies - 1932
6 Companies - 1933
(Not Including Paper Products Sold Through Grocery and Drug Stores)



For Detailed Explanation of Chart See Page 7

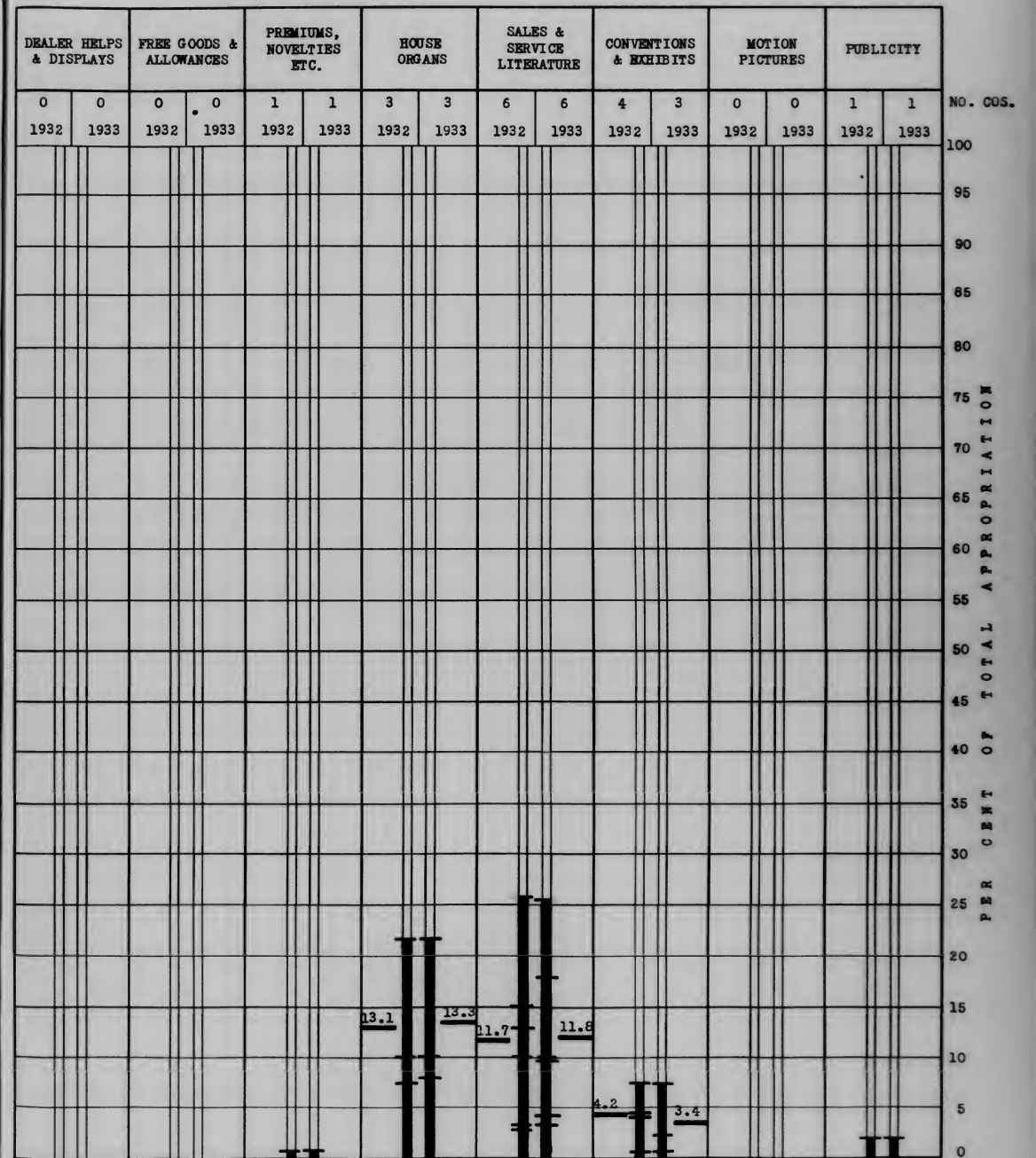
EXPENDITURES IN ADVERTISING MEDIA



Figures Indicate Average

PLANT EQUIPMENT (Other Than Machinery and Tools)

8 Companies - 1932
7 Companies - 1933



For Detailed Explanation of Chart See Page 7

B R E A K D O W N O F T H E A D V E R T I S I N G B U D G E T - 1 9 3 2

Showing Average Percentage of Total

| INDUSTRY | NO. OF COS. | Magazines | Newspapers | Radio - Time | Radio - Talent | Business Papers | Trade Papers | Industrial Publications | Farm Journals | Outdoor | Car Cards | Direct Mail - Consumer | Direct Mail - Dealer | Dealer Helps |
|----------------------------|-------------------|-----------|------------|--------------|----------------|-----------------|--------------|-------------------------|---------------|---------|-----------|------------------------|----------------------|--------------|
| Automotive Equipment | 4 | 12.4 | .2 | | | 2.6 | 27.7 | | | 2.0 | | 1.2 | 7.4 | 3.7 |
| Bldg. & Const. Material | 9 | 7.6 | 5.0 | | | 1.0 | 17.2 | 4.7 | 1.1 | | | 7.4 | 7.1 | 5.9 |
| Building Specialties | 4 | 23.0 | | | | | 10.6 | | | | | 10.6 | 5.5 | 5.2 |
| Chemicals & Allied Prod. | 5 | | 2.6 | | | | | 28.1 | 6.6 | 5.3 | | 12.3 | 3.4 | .9 |
| Iron & Steel & Their Prod. | 6 | 9.0 | | | | | 14.8 | 24.4 | | .1 | | 6.5 | 1.9 | 3.0 |
| Machinery & Supplies | 15 | 2.6 | | | | 1.8 | 12.3 | 18.9 | 1.3 | | | 11.6 | 2.3 | .8 |
| Machine Tools | 4 | | | | | | 1.5 | 36.4 | | | | 15.5 | 1.7 | 2.0 |
| Paper & Paper Products | 6 | 16.6 | .2 | | | | 6.6 | 3.3 | | | | 21.6 | 14.0 | 4.7 |
| Plant Equipment | 8 | | | | | | | 42.2 | | | | 18.9 | | |

Appropriation Spent in Each Medium

A + B + C = 100%

| Displays | Free Goods & Allowances | Samples | Premiums | Miscellaneous Novelties, etc. | House Organs | Sales & Service Literature | Conventions & Exhibits | Motion Pictures | Price Lists, etc. | Publicity | All Other | A TOTAL EXPENDI- TURES IN ADV. MEDIA | B SPACE PRODUC- TION COSTS | C ADMINIS- TRATIVE EXPENSES OF ADV. DEPT. |
|----------|-------------------------|---------|----------|-------------------------------|--------------|----------------------------|------------------------|-----------------|-------------------|-----------|-----------|---|--|--|
| 2.0 | | | .1 | | .5 | 10.1 | 4.0 | 1.8 | 2.3 | .3 | 2.4 | 80.7 | 7.3 | 12.0 |
| | .4 | .1 | | .5 | 4.3 | 4.3 | 2.5 | .2 | .5 | 1.3 | 1.2 | 72.3 | 11.3 | 16.4 |
| | | | | | | 13.9 | 1.7 | .2 | 1.9 | 1.7 | | 74.3 | 6.9 | 18.8 |
| 1.1 | .1 | | | 4.9 | 3.7 | 4.9 | 2.9 | | .2 | | .1 | 77.1 | 8.3 | 14.6 |
| .5 | | | | .3 | 2.6 | 11.4 | 3.6 | 1.4 | | 1.7 | .8 | 82.0 | 6.5 | 11.5 |
| | | .2 | | .7 | 3.3 | 9.4 | 2.4 | .8 | | 1.4 | .8 | 70.6 | 8.8 | 20.6 |
| 1.2 | | | | | | 6.2 | .6 | .1 | | | 2.9 | 68.1 | 6.0 | 25.9 |
| .6 | | 6.8 | | .2 | .5 | 2.1 | 2.1 | .1 | .1 | | .1 | 79.6 | 2.5 | 17.9 |
| | | | | .1 | 4.9 | 8.8 | 2.1 | | | .3 | .8 | 78.1 | 5.3 | 16.6 |

B R E A K D O W N O F T H E

Showing Average Percentage of Total

| INDUSTRY | NO. OF COS. | Magazines | Newspapers | Radio - Time | Radio - Talent | Business Papers | Trade Papers | Industrial Publications | Farm Journals | Outdoor | Car Cards | Direct Mail - Consumer | Direct Mail - Dealer | Dealer Helps |
|----------------------------|-------------------|-----------|------------|--------------|----------------|-----------------|--------------|-------------------------|---------------|---------|-----------|------------------------|----------------------|--------------|
| Automotive Equipment | 4 | 11.2 | .2 | 2.0 | | 2.1 | 23.7 | | | | | .7 | 10.9 | 5.7 |
| Building & Const. Material | 8 | 3.7 | | | | 1.1 | 15.9 | 5.4 | 3.1 | | | 10.3 | 7.5 | 7.1 |
| Building Specialties | 3 | 27.8 | | | | | 9.3 | | | | | 4.8 | 10.9 | 7.0 |
| Chemicals & Allied Prod. | 4 | | 2.3 | | | | | 28.2 | 6.2 | 9.0 | | 12.4 | 5.0 | .7 |
| Iron & Steel & Their Prod. | 6 | 9.0 | | | | | 14.7 | 18.9 | | .1 | | 10.4 | 1.2 | 3.8 |
| Machinery & Supplies | 12 | | | | | 1.7 | 13.9 | 12.9 | .8 | | | 13.3 | 3.8 | 1.1 |
| Machine Tools | 3 | | | | | | 2.1 | 29.0 | | | | 18.7 | 2.7 | 2.7 |
| Paper & Paper Products | 6 | 15.7 | | 1.7 | .9 | | 4.7 | 3.3 | | | | 20.6 | 14.9 | 4.2 |
| Plant Equipment | 7 | | | | | | | 39.8 | | | | 17.9 | | |

A D V E R T I S I N G B U D G E T - 1 9 3 3

Appropriation Spent in Each Medium

A + B + C = 100%

| Displays | Free Goods & Allowances | Samples | Premiums | Miscellaneous Novelties, etc. | House Organs | Sales & Service Literature | Conventions & Exhibits | Motion Pictures | Price Lists, etc. | Publicity | All Other | A TOTAL EXPENDI- TURES IN ADV. MEDIA | B SPACE PRODUC- TION COSTS | C ADMINIS- TRATIVE EXPENSES OF ADV. DEPT. |
|----------|-------------------------|---------|----------|-------------------------------|--------------|----------------------------|------------------------|-----------------|-------------------|-----------|-----------|---|--|--|
| 1.8 | | | .1 | | .7 | 12.4 | 1.5 | 3.6 | 2.5 | .2 | 2.8 | 82.1 | 5.5 | 12.4 |
| | .4 | .3 | | .7 | 2.4 | 7.8 | 4.5 | .2 | .5 | .4 | 1.3 | 72.6 | 11.1 | 16.3 |
| | | | | | | 7.9 | 3.3 | .6 | | 2.2 | | 73.8 | 7.1 | 19.1 |
| 1.4 | | | | 6.2 | 2.4 | 2.8 | 2.2 | 1.4 | | | | 80.2 | 8.1 | 11.7 |
| .1 | | | | .3 | 2.0 | 12.8 | 4.1 | 1.8 | | 1.7 | .5 | 81.4 | 7.0 | 11.6 |
| | | .3 | | .9 | 4.6 | 10.9 | 3.2 | | | .7 | 1.3 | 69.4 | 6.6 | 24.0 |
| 2.1 | | | | | | 5.2 | .6 | 8.6 | | | 2.8 | 74.5 | 3.0 | 22.5 |
| .7 | | 7.5 | | .4 | .5 | 2.1 | 2.1 | .1 | .1 | | .2 | 79.7 | 2.5 | 17.8 |
| | | | | .1 | 5.7 | 10.0 | 1.5 | | .1 | .3 | 2.3 | 77.7 | 6.2 | 16.1 |

INDUSTRIAL ADVERTISING BUDGETS FOR 1933

75 Companies

| Industry | MADE UP IN ADVANCE FOR | | | | | | REVISION | | | |
|-------------------|------------------------|-------------|-------|--------|--------|--------|-------------|--------------|--------------|---------------|
| | Calendar Year | Fiscal Year | 1 Mo. | 3 Mos. | 4 Mos. | 6 Mos. | Every Month | Every 3 Mos. | Every 4 Mos. | Semi-Annually |
| Auto Equipment | 2 | 1 | 1 | | | | 1 | | 1 | |
| Bldg. Material | 5 | 2 | 2 | | | 1 | | 3 | | 2 |
| Bldg. Specialties | 2 | 1 | | | | 1 | | 2 | | 1 |
| Chemicals | 5 | | 1 | | | | | 2 | | |
| Iron & Steel | 6 | | 1 | | | | | 1 | | |
| Machinery | 6 | 4 | 2 | 1 | 1 | 3 | 1 | 3 | 1 | 2 |
| Machine Tools | 2 | 1 | 1 | | | | | 1 | | |
| Paper | 5 | 1 | 1 | | | | | 2 | | 1 |
| Plant Equipment | 4 | 2 | 3 | 1 | | | | 1 | | |
| Not Classified | 4 | | 2 | | | | | 3 | 1 | |
| TOTAL | 41 | 12 | 14 | 2 | 1 | 5 | 2 | 18 | 3 | 6 |

BASIS UPON WHICH 1933 BUDGETS WERE DETERMINED

65 Companies

| Industry | Estimated Amount Needed for Adequate Campaign | Percentage of 1932 Sales | Percentage of 1933 Est. Sales | Comb. of 1932 & 1933 Est. Sales | Other Methods |
|-------------------|---|--------------------------|-------------------------------|---------------------------------|---------------|
| Auto Equipment | 1 | | 1 | | 1 |
| Bldg. Material | 5 | | 4 | | |
| Bldg. Specialties | 2 | | 1 | | |
| Chemicals | 4 | | 1 | 1 | |
| Iron & Steel | 5 | 1 | | 1 | |
| Machinery | 7 | | 8 | | |
| Machine Tools | | | 3 | | 1 |
| Paper | 5 | 1 | 1 | | |
| Plant Equipment | 3 | | 3 | 1 | |
| Not Classified | 3 | 1 | | | |
| TOTAL INDUSTRIAL | 35 | 3 | 22 | 3 | 2 |

COMPARISON OF 1933 INDUSTRIAL BUDGETS WITH 1932 EXPENDITURES

In the industrial field, 14 advertisers stated that they planned to increase their advertising expenditures in 1933 as compared with 1932, 33 planned to decrease and 19 planned to spend approximately the same amount. The table on the opposite page lists the percentage of increase or decrease as reported by individual advertisers in each group.

Below are the number of companies which showed increases and decreases in each medium in their budgets for 1933 compared with 1932 expenditures. The table is based on the reports of 56 Industrial Advertisers.

Increases and Decreases in Each Medium

| <u>Medium</u> | <u>No. of Cos.</u> | <u>Increase</u> | <u>Decrease</u> | <u>Same</u> |
|----------------------------|--------------------|-----------------|-----------------|-------------|
| Magazines | 10 | 1 | 6 | 3 |
| Newspapers | 5 | | 4 | 1 |
| Radio | 2 | 2 | | |
| Business Papers | 4 | 1 | 1 | 2 |
| Trade Papers | 29 | 6 | 13 | 10 |
| Industrial Publications | 30 | 7 | 11 | 12 |
| Farm Journals | 3 | 1 | 2 | |
| Outdoor | 3 | 1 | 1 | 1 |
| Car Cards | | | | |
| Direct Mail - Consumer | 40 | 12 | 11 | 17 |
| Direct Mail - Dealer | 25 | 11 | 1 | 13 |
| Dealer Helps | 20 | 5 | 4 | 11 |
| Displays | 9 | 2 | 2 | 5 |
| Free Goods & Allowances | 3 | | 1 | 2 |
| Samples | 5 | 2 | | 3 |
| Premiums | 1 | | | 1 |
| Miscellaneous Novelties | 14 | 2 | 2 | 10 |
| House Organs | 21 | 6 | 4 | 11 |
| Sales & Service Literature | 35 | 14 | 8 | 13 |
| Conventions & Exhibits | 36 | 8 | 7 | 21 |
| Motion Pictures | 12 | 4 | | 8 |
| Price Lists, etc. | 6 | | 2 | 4 |
| Publicity | 14 | 1 | 3 | 10 |

COMPARISON OF 1933 INDUSTRIAL BUDGETS WITH 1932 EXPENDITURES

66 Companies

Showing Percentage of Increase or Decrease
in Appropriations of Individual Companies

| <u>INDUSTRY</u> | <u>INCREASE</u> | | <u>DECREASE</u> | | <u>SAME</u> |
|-------------------------------|-----------------|----------------------|-----------------|--|-------------|
| | <u>No.</u> | <u>Per</u> | <u>No.</u> | <u>Per</u> | <u>No.</u> |
| | <u>Cos.</u> | <u>Cent</u> | <u>Cos.</u> | <u>Cent</u> | <u>Cos.</u> |
| Automotive Equipment | | | 3* | 40.0 9.2 | 1 |
| Bldg. & Construction Material | 3 | | 5* | 45.0 | 2 |
| Bldg. Specialties | 1 | | 2* | | 1 |
| Chemicals & Allied Products | 1 | 14.5 | 2* | 10.0 | 3 |
| Iron & Steel & Their Products | 2 | 17.5 20.0 | 4* | 20.0 6.0 25.0 | 1 |
| Machinery & Supplies | 3 | 25.0 25.0 20.0 | 9 | 6.7 30.5 5.0 25.0 40.0 25.0 50.0 20.0 62.2 | 3 |
| Machine Tools | | | 2 | 3.0 20.0 | 2 |
| Paper & Paper Products | 1 | 32.8 | 2 | 16.0 60.0 | 4 |
| Plant Equipment | 2* | 50.0 | 4 | 30.0 10.0 20.0 50.0 | 2 |
| Not Classified | 1 | 5.7 | | | |
| TOTAL | 14 | | 33 | | 19 |

* Companies for which figures are not given did not indicate size of increase or decrease

PART IV

MISCELLANEOUS

Part IV presents various miscellaneous information related to the general subject of advertising budgets.

It indicates the lack of uniformity among advertisers in the use of the term "sales promotion", it presents figures on the relative cost of radio time and talent and it includes data reported by a few companies on the amount of advertising material paid for by dealers. It also presents figures for a small number of export advertisers on the relation of export advertising expenditures to the company's total advertising appropriation and the relation of export advertising to export sales volume.

Items Classified As "Sales Promotion"

The questionnaire used in this survey called for a check of the items classified by each company as "sales promotion". The results showed a wide variation in the use of this term.

Of all companies included in the analysis, 19 listed certain items which they classified as sales promotion but which they included in their advertising appropriations. These 19 companies are listed under Group "A" below. Group "B" lists 13 other companies which do not include these items in their advertising appropriations but charge them to "sales promotion", to sales expenses or to some account other than the advertising appropriation. In the case of these 13 companies, therefore, these items are not included in the figures showing "expenditures in advertising media", listed in the preceding pages.

| | GROUP A Charged to Advertising | GROUP B Not Charged to Advertising |
|----------------------------|--------------------------------------|--|
| Medium | No. of Cos. | No. of Cos. |
| Direct Mail - Consumer | 4 | 1 |
| Direct Mail - Dealer | 4 | 2 |
| Dealer Helps | 6 | 3 |
| Store & Window Displays | 9 | 4 |
| Free Goods & Adv. Allow. | 3 | 4 |
| Samples | 1 | 6 |
| Premiums | 2 | 8 |
| House Organs | 5 | 2 |
| Sales & Service Literature | 4 | 5 |
| Conventions & Exhibits | 9 | 3 |
| Motion Pictures | 5 | 2 |
| Price Lists | 3 | 8 |
| Other | 8 | 5 |

EXPENDITURES FOR RADIO TIME AND TALENT

In Relation to Total Advertising Appropriation

The table below is presented in order to show the proportion of the advertising appropriation spent for radio time and radio talent and their relation to each other, as reported by 32 radio advertisers in 15 different industries.

| Industry | No. Cos. | Per Cent of Total Appropriation | | | |
|---------------------------|-------------|---------------------------------|----------------|--------------|----------------|
| | | Time 1932 | Talent 1932 | Time 1933 | Talent 1933 |
| | | % | % | % | % |
| Auto Accessories | 4 | 3.9 | 1.5 | | |
| | | 6.0 | 5.0 | | |
| | | 18.2 | 9.1 | 6.4 | 2.8 |
| | | 19.1 | 8.4 | | |
| Coffee & Tea | 2 | 7.6 | 3.2 | | |
| | | 14.6 | 4.9 | | |
| Drug Sundries | 1 | | | 1.5 | 1.5 |
| Drugs & Toilet Articles | 3 | 16.2 | 5.3 | 15.8 | 10.3 |
| | | | | 19.2 | 7.0 |
| | | 14.5 | 4.0 | 19.3 | 9.0 |
| Electrical Equip. & Supp. | 1 | 6.9 | 3.7 | 4.2 | 3.2 |
| Financial & Insurance | 3 | | | 1.8 | .5 |
| | | 27.0 | 11.6 | 11.6 | 4.9 |
| | | 19.2 | 11.9 | 15.8 | 9.5 |
| Grocery Products | 6 | 7.2 | .5 | 11.9 | .8 |
| | | 32.0 | 9.0 | 30.0 | 8.0 |
| | | 21.1 | 2.0 | | |
| | | | | 16.6 | 5.2 |
| | | 13.0 | 7.0 | 13.0 | 7.0 |
| | | 57.0 | 2.0 | | |
| Jewelry & Silverware | 1 | 6.9 | 3.0 | | |
| Office Equip. & Supp. | 1 | 26.0 | 4.0 | | |
| Paper | 1 | | | 9.9 | 5.4 |
| Petroleum Products | 4 | 5.5 | 2.0 | 5.0 | 1.5 |
| | | | | 8.1 | 6.3 |
| | | 9.1 | 7.8 | | |
| | | | | 25.0 | 10.0 |
| Proprietary Medicines | 1 | 14.0 | 5.6 | | |
| Radio Equip. & Supp. | 2 | 32.8 | 12.2 | | |
| | | 3.0 | 1.0 | 20.0 | 4.0 |
| Shoes | 1 | 3.9 | 1.5 | | |
| Not Classified | 1 | 6.5 | 4.7 | | |
| Total Companies..... | 32 | | | | |
| Average..... | | 15.6 | 5.2 | 13.1 | 5.4 |

CHARGING THE DEALER FOR ADVERTISING MATERIAL

It was found that quite a number of companies included in the survey charged their dealers for certain types of advertising material sent to them such as direct mail, dealer helps and store and window displays, and credited the amount so received to the advertising appropriation. In the preceding pages of this report, the figures on advertising expenditures represent the gross amount paid for such material by the advertiser.

The table on the opposite page is presented, therefore, in order to give some indication as to the number of advertisers who charge dealers for advertising material and the proportionate cost of the material so charged. It is based on 40 companies.

It shows for each company the total cost of the material, in relation to the company's total appropriation, and the percentage which is paid for by the dealer. In some cases percentage figures were not given but a charge to the dealer was mentioned.

In addition to these 40 companies, others indicated that the dealers were charged for part or all of this material but that the charge was made against the sales account, a sales promotion account, the general administrative expenses of the business, or to some account other than the advertising appropriation.

ADVERTISING MATERIAL PAID FOR BY DEALERS

In Relation to Total Advertising Appropriation - 1932

| | No. of Cos. | Direct Mail (Consumer) | | Dealer Helps | | Store & Win- dow Displays | | Other | Total | |
|---------------------------------|-------------------|--|--|--|--|--|--|--|---|--|
| | | % of Total App. Spent by Co. | % of Total App. Paid by Dealer | % of Total App. Spent by Co. | % of Total App. Paid by Dealer | % of Total App. Spent by Co. | % of Total App. Paid by Dealer | % of Total App. Paid by Dealer | % of Total App. Spent by Co. on These Items | % of Total App. Paid by Dealers on These Items |
| <u>Consumer Products</u> | | | | | | | | | | |
| Agricultural Equip. | 3 | 8.6 22.2 16.0 | 3.1 1.5 16.0 | 3.5 5.0 3.0 | 1.1 5.0 3.0 | 2.0 | | 1.0 .7 | 12.1 29.2 19.0 | 5.2 2.2 16.0 |
| Auto Accessories | 5 | 2.5 7.8 4.5 12.9 | 2.5 4.7 4.0 5.7 | 2.5 15.0 2.0 6.6 | 2.5 14.2 1.8 .2 | 4.0 3.0 2.0 16.5 | 4.0 3.0 1.8 3.2 | 4.5 4.5 8.0 | 9.0 25.8 8.5 36.0 | 9.0 23.4 7.6 17.1 |
| Clothing & Accessories | 5 | 1.0 1.0 | .2 .1 | 2.0 36.0 | .4 1.8 | 3.0 10.0 | .6 .5 | | 6.0 46.0 | 1.2 2.4 |
| Electrical Equipment | 3 | 1.6 2.9 | | 7.3 6.8 4.3 | 6.6 1.0 | 19.2 29.2 6.0 | 4.8 1.5 | | 28.1 38.9 10.3 | 11.4 1.5 1.0 |
| Financial & Insurance | 1 | 5.0 | | | | 1.0 | | .1 | 6.0 | .1 |
| Furniture | 2 | 4.8 42.9 | 4.3 20.0 | 9.5 13.0 | 10.0 | 13.3 30.2 | | | 27.6 86.1 | 4.3 30.0 |
| Grocery Products | 1 | 10.0 | 1.0 | 10.0 | | | | 1.0 | 20.0 | 2.0 |
| Household Elec. App. | 1 | 15.0 | 3.0 | 7.0 | | 5.0 | | | 27.0 | 3.0 |
| Jewelry, Clocks & Silverware | 4 | .9 16.7 | | 15.0 9.2 21.0 | .7 .1 6.9 | 5.0 7.9 8.4 | .6 2.8 | | 20.9 33.8 29.4 | 1.3 2.9 9.7 |
| Knit Goods, etc. | 2 | | 2.0 | 3.6 16.0 | | 3.5 7.0 | | | 7.1 33.0 | 2.0 5.3 |
| Musical Instruments | 1 | 8.1 | 1.9 | 1.5 | .2 | 15.1 | 3.8 | | 24.7 | 5.9 |
| Office Equip. & Supp. | 1 | 44.7 | 17.9 | 30.3 | 8.6 | | | | 75.0 | 26.5 |
| Petroleum Products | 2 | 5.0 | 2.5 | 3.0 | 1.5 | 2.0 | 1.0 | | 10.0 | 5.0 |
| Radio Equip. & Supp. | 2 | | 9.3 | 7.5 | 3.7 | 3.0 | 2.5 | | 10.5 | 15.5 |
| Shoes | 1 | 10.0 | 5.0 | | | 2.0 | | | 12.0 | 5.0 |
| Not Classified | 3 | 15.8 | 2.6 | | | | | | 15.8 | 2.6 |
| <u>Industrial Products</u> | | | | | | | | | | |
| Automotive Equip. | 1 | | | 3.4 | 2.0 | 1.0 | | | 4.4 | 2.0 |
| Bldg. & Cons. Material | 1 | 19.0 | 9.5 | | | | | 1.5 | 19.0 | 11.0 |
| Machinery & Supplies | 1 | 18.3 | | | 2.0 | | | | 18.3 | 2.0 |
| TOTAL | 40 | | | | | | | | | |

Note - Percentages reported in the column headed "other" included such items as signs, specialties, novelties, calendars, sales manuals, etc.

EXPORT ADVERTISING BUDGET

In this table are listed figures reported by 45 export advertisers on the relation of each company's export advertising expenditures to its total advertising appropriation and also the relation of the export advertising expenditures to the company's export sales volume.

Some companies indicated that they advertise abroad but gave no percentages. Others stated that their export advertising expenditures were handled separately from their domestic advertising and that figures on their export activities were not readily available in the domestic advertising department.

EXPORT ADVERTISING BUDGET

In Relation to Total Advertising
Budget and to Export Net Sales Volume

| Consumer Products | No. Cos. | Per Cent of Export Adv. Budget to Total Adv. Budget | | Per Cent of Export Adv. Budget to Ex- port Net Sales | |
|---------------------------------|-------------|---|------|--|------|
| | | 1932 | 1933 | 1932 | 1933 |
| | | | | | |
| Air Planes | 1 | 8.0 | 10.0 | | |
| Auto Accessories | 4 | 4.4 | 3.9 | 1.1 | 1.1 |
| | | 4.0 | 5.0 | 6.0 | 7.0 |
| | | 4.0 | 3.0 | | |
| | | 5.5 | 4.5 | 5.2 | 7.8 |
| Auto Trucks | 1 | 1.0 | 1.0 | | |
| Clothing & Accessories | 2 | 4.0 | 6.0 | 8.0 | 8.0 |
| | | 5.0 | 2.5 | 4.0 | 4.0 |
| Drug Sundries | 2 | 7.0 | 10.0 | 10.0 | 9.0 |
| | | 2.0 | 2.0 | | |
| Drugs & Toilet Articles | 5 | 5.8 | 6.1 | 21.0 | 20.7 |
| | | 10.2 | 25.2 | | |
| | | | | 17.0 | 42.0 |
| | | .1 | | 3.3 | |
| | | 10.0 | 10.0 | 20.0 | 20.0 |
| Electrical Equipment & Supplies | 1 | 12.7 | 15.4 | 5.3 | 3.7 |
| Floor Coverings | 1 | | 1.5 | | 3.0 |
| Furniture, Home Furn., etc. | 1 | 2.0 | 1.0 | 6.0 | 2.5 |
| Grocery Products | 4 | 4.0 | 4.0 | 6.0 | 5.0 |
| | | 6.4 | 8.4 | 9.1 | 8.4 |
| | | 2.0 | 1.0 | 1.0 | .5 |
| | | 10.0 | 10.0 | 5.0 | 8.0 |
| Jewelry, Silverware, Clocks | 1 | | | 5.0 | |
| Musical Instruments | 1 | 4.2 | | 5.4 | |
| Office Equipment & Supplies | 1 | 1.0 | 1.0 | | |
| Proprietary Medicines | 1 | 1.5 | 1.1 | 45.0 | 45.0 |
| Radio Equipment & Supplies | 3 | 10.0 | 10.0 | 5.0 | 5.0 |
| | | .7 | .7 | 3.1 | 3.1 |
| | | 5.0 | 7.0 | 3.5 | 5.0 |
| Shoes | 1 | 4.4 | 3.9 | 1.1 | 1.1 |
| Textiles | 1 | 3.0 | 3.0 | | |
| Wearing Apparel (Mail Order) | 1 | 1.5 | 1.0 | 10.0 | |
| Not Classified | 1 | 19.8 | 9.5 | 5.7 | 3.8 |
| Industrial Products | | | | | |
| Automotive Equipment | 3 | 8.0 | 15.0 | 5.0 | 4.0 |
| | | 4.0 | | | |
| | | 3.9 | 4.0 | 6.9 | 7.0 |
| Chemicals & Allied Products | 3 | 1.9 | 3.5 | | |
| | | | 5.0 | | |
| | | 9.0 | | .5 | |
| Machinery & Supplies | 1 | 4.2 | 4.0 | 1.5 | 1.5 |
| Machine Tools | 1 | | 3.5 | | |
| Paper & Paper Products | 2 | 1.5 | 2.0 | | |
| | | 1.0 | 1.0 | | |
| Plant Equipment | 2 | 2.0 | 1.0 | | |
| | | 10.0 | 10.0 | 12.0 | |
| Total..... | | 45 | | | |

PART V

COMPARISON OF BUDGETS

1929, 1930, 1932 & 1933

Part V includes comparative figures on advertising budgets for the years 1932 and 1933, as presented in this report, with budgets for the years 1929 and 1930 as compiled in the report entitled "The Advertising Budget" issued by the Association in January 1931.

On the opposite page appears a table comparing present methods of determining advertising budgets with those used to determine budgets for the year 1930.

Total advertising expenditures in relation to sales volume are listed for the four years on page 128, administrative expenses of the advertising department on page 130, and space production costs on page 132. The table on page 134 shows the proportion of companies using each advertising medium, irrespective of volume, and the final table on page 135 indicates the number of companies increasing and decreasing allowances for each medium in budgets for the future year compared with actual expenditures in the preceding year.

It will be noted that administrative expenses of the advertising department in relation to the total advertising appropriation appear to have increased in most cases. This is due largely, perhaps, to decreased advertising expenditures rather than to increased expenses of maintaining an advertising department.

In comparing the 1932 and 1933 figures with the figures for 1929 and 1930 different classifications of products will be noted in some cases. For example, in the current report products sold through retail drug stores have been classified into three groups: (1) proprietary medicines, (2) drug sundries, and (3) drugs and toilet articles other than proprietary medicines and drug sundries, while in the 1929-1930 report all of these products were included in one group headed "Drugs and Toilet Articles". Likewise, the automotive industry, classified under one group in the 1929-1930 report has been sub-divided into four separate groups: (1) automobiles, (2) auto accessories sold at retail, (3) auto trucks, and (4) automotive equipment sold to manufacturers.

Similarly, other industries have been subdivided in some cases in order to show as truly representative figures for each group as possible.

BASIS UPON WHICH BUDGETS WERE DETERMINED

The table below lists various methods used to determine advertising budgets and shows for each of the two surveys the percentage of the total number of companies using each method.

| | Per Cent of Total Companies Using Each Method | |
|---|--|-------------|
| | <u>1930</u> | <u>1933</u> |
| Estimated amount needed for adequate campaign. | 37 | 49.8 |
| A fixed percentage of sales for previous year. | 14 | 9.3 |
| A fixed percentage of estimated sales for future year. | 13 | 31.2 |
| Combination of previous year's sales and estimated sales for future year. | 34 | 5.7 |
| Other methods | <u>2</u> | <u>4.0</u> |
| | 100 | 100.0 |

It is noteworthy that the proportion of the total companies who determined their advertising budgets according to "a fixed percentage of sales for the previous year" has been reduced in comparison with the year 1930 while the proportions using for a basis "a fixed percentage of estimated sales for future year" and "an estimated amount needed for an adequate campaign" have each shown a marked increase.

TOTAL ADVERTISING EXPENDITURES

In Relation to Net Sales Volume

| INDUSTRY | 1929 % | 1930 % | 1932 % | 1933 % |
|---|-----------|-----------|-----------|-----------|
| Agricultural Equipment & Supp. | 4.0 | 4.1 | 2.97 | 3.62 ✓ |
| Automobiles | | | 4.76 | 4.50 17 |
| Auto Accessories (Sold at Retail) | | | 5.62 | 4.75 * |
| Auto Trucks | | | 1.95 | 2.00 ✓ |
| Automotive | 3.5 | 3.5 | | |
| Clothing & Accessories | 3.8 | 3.8 | 4.86 | 5.09 14 |
| Confections | | | 6.25 | 5.67 12 |
| Drugs & Toilet Articles (Not In- cluding Proprietary Medicines and Drug Sundries) | | | 24.20 | 26.30 2 |
| Proprietary Medicines | | | 40.17 | 41.67 1 |
| Drug Sundries | | | 6.89 | 6.41 9 |
| Drugs & Toilet Articles | 21.2 | 19.6 | | |
| Electrical Equipment & Supp. | | | 5.04 | 4.55 16 |
| Radio Equipment & Supplies | | | 7.00 | 7.25 6 |
| Electrical & Radio | 5.9 | 5.9 | | |
| Financial & Insurance | 1.0 | 1.1 | 1.02 | 1.42 ✓ |
| Furniture, Home Furn. & Supp. | | | 7.50 | 7.31 5 |
| Furniture | 3.9 | 3.7 | | |
| Floor Coverings | | | 4.17 | 3.00 ✓ |
| Household Electrical Appliances | | | 7.65 | 8.50 4 |
| Heating, Air Conditioning, and Refrigeration Equipment | | | 7.90 | 6.14 10 |
| Household Equipment Other Than Electrical | 4.5 | 4.5 | | |
| Grocery Products (Not Including Coffee & Tea) | | | 7.37 | 7.05 7 |
| Coffee & Tea | | | 8.46 | 7.00 8 |
| Food | 5.8 | 5.6 | | |
| Hardware | 4.4 | 4.7 | | |
| Jewelry, Clocks & Silverware | 5.7 | 5.7 | 6.73 | 5.73 11 |
| Knit Goods, Hosiery & Underwear | | | 5.58 | 5.50 13 |
| Office Equipment & Supplies | 5.2 | 5.3 | 3.39 | 3.17 ✓ |
| Paints & Varnishes | 6.6 | 6.4 | 4.24 | 4.42 15 |
| Petroleum Products | | | 11.33 | 11.00 3 |
| Shoes | 3.1 | 3.2 | 3.27 | 3.07 ✓ |
| Textiles | 3.1 | 3.0 | 2.64 | 3.37 ✓ |
| Travel & Transportation | 4.6 | 4.6 | 5.10 | 5.00 1 |

TOTAL ADVERTISING EXPENDITURES

In Relation to Net Sales Volume

| INDUSTRY | 1929 % | 1930 % | 1932 % | 1933 % |
|--|-----------|-----------|-----------|-----------|
| Automotive Equipment | | | 6.62 | 4.57 |
| Building & Construction Materials | 2.6 | 2.8 | 2.64 | 2.37 |
| Building Specialties | | | 7.50 | 6.75 |
| Chemicals & Allied Products | 6.3 | 6.1 | 1.87 | 1.82 |
| Iron & Steel & Their Products (Not Including Machinery) | | | 1.66 | 1.22 |
| Machinery & Supplies (Not In- cluding Automotive Equipment) | | | 2.64 | 2.65 |
| Machine Tools | | | 3.52 | 3.25 |
| Metals, Machinery, etc. | 2.3 | 2.5 | | |
| Paper & Paper Products | 2.6 | 2.6 | 3.48 | 3.96 |
| Plant Equipment | | | 3.09 | 3.25 |
| Industrial (General) | 2.0 | 2.3 | | |

ADMINISTRATIVE EXPENSES OF ADVERTISING DEPARTMENT

In Relation to Total Advertising Appropriation

| INDUSTRY | 1929 % | 1930 % | 1932 % | 1933 % |
|---|-----------|-----------|-----------|-----------|
| Agricultural Equipment & Supp. | 10.8 | 10.7 | 15.9 | 16.0 |
| Automobiles | | | 6.4 | 6.3 |
| Auto Accessories (Sold at Retail) | | | 5.7 | 6.2 |
| Auto Trucks | | | 15.2 | 14.0 |
| Automotive | 7.0 | 6.9 | | |
| Clothing & Accessories | 8.4 | 8.2 | 19.3 | 17.5 |
| Confections | | | 7.8 | 7.8 |
| Drugs & Toilet Articles (Not In- cluding Proprietary Medicines and Drug Sundries) | | | 4.7 | 4.3 |
| Proprietary Medicines | | | 3.5 | 3.2 |
| Drug Sundries | | | 8.6 | 8.5 |
| Drugs & Toilet Articles | 4.4 | 4.3 | | |
| Electrical Equipment & Supplies | | | 14.4 | 13.3 |
| Radio Equipment & Supplies | | | 7.4 | 5.7 |
| Electrical & Radio | 8.7 | 9.4 | | |
| Financial & Insurance | 12.3 | 12.1 | 14.9 | 13.7 |
| Furniture, Home Furn. & Supp. | | | 10.1 | 10.0 |
| Furniture | 10.3 | 10.6 | | |
| Floor Coverings | | | 15.7 | 16.5 |
| Household Electrical Appliances | | | 8.5 | 7.5 |
| Heating, Air Conditioning, and Refrigeration Equipment | | | 12.6 | 15.3 |
| Household Equipment Other Than Electrical | 6.8 | 6.4 | | |
| Grocery Products (Not In- cluding Coffee & Tea) | | | 4.8 | 5.0 |
| Coffee & Tea | | | 2.5 | 2.3 |
| Food | 5.7 | 5.3 | | |
| Hardware | 10.1 | 10.5 | | |
| Jewelry, Clocks & Silverware | 5.4 | 5.4 | 11.6 | 14.8 |
| Knit Goods, Hosiery & Underwear | | | 7.6 | 8.6 |
| Office Equipment & Supplies | 8.5 | 8.2 | 18.6 | 24.0 |
| Paints & Varnishes | 13.1 | 12.5 | 7.7 | 7.6 |
| Petroleum Products | | | 4.7 | 4.8 |
| Shoes | 5.8 | 6.1 | 5.3 | 5.0 |
| Textiles | 12.6 | 13.5 | 16.3 | 14.0 |
| Travel & Transportation | 5.3 | 5.3 | 5.3 | 5.3 |

ADMINISTRATIVE EXPENSES OF ADVERTISING DEPARTMENT

In Relation to Total Advertising Appropriation

| INDUSTRY | 1929 % | 1930 % | 1932 % | 1933 % |
|--|-----------|-----------|-----------|-----------|
| Automotive Equipment | | | 12.0 | 12.4 |
| Building & Construction Materials | 10.5 | 10.2 | 16.4 | 16.3 |
| Building Specialties | | | 18.8 | 19.1 |
| Chemicals & Allied Products | 9.8 | 10.0 | 14.6 | 11.7 |
| Iron & Steel & Their Products (Not Including Machinery) | | | 11.5 | 11.6 |
| Machinery & Supplies (Not In- cluding Automotive Equipment) | | | 20.6 | 24.0 |
| Machine Tools | | | 25.9 | 22.5 |
| Metals, Machinery, etc. | 12.9 | 12.6 | | |
| Paper & Paper Products | 13.7 | 14.2 | 17.9 | 17.8 |
| Plant Equipment | | | 16.6 | 16.1 |
| Industrial (General) | 11.0 | 10.8 | | |

SPACE PRODUCTION COSTS

In Relation to Total Advertising Appropriation

| INDUSTRY | 1929 % | 1930 % | 1932 % | 1933 % |
|---|-----------|-----------|-----------|-----------|
| Agricultural Equipment & Supp. | 8.5 | 10.1 | 5.7 | 6.7 |
| Automobiles | | | 4.1 | 3.8 |
| Auto Accessories (Sold at Retail) | | | 4.8 | 4.9 |
| Auto Trucks | | | 5.1 | 5.0 |
| Automotive | 5.8 | 6.2 | | |
| Clothing & Accessories | 9.0 | 8.7 | 6.7 | 6.7 |
| Confections | | | 6.3 | 5.2 |
| Drugs & Toilet Articles (Not In- cluding Proprietary Medicines and Drug Sundries) | | | 3.4 | 3.0 |
| Proprietary Medicines | | | 2.7 | 1.9 |
| Drug Sundries | | | 7.6 | 7.1 |
| Drugs & Toilet Articles | 4.2 | 3.6 | | |
| Electrical Equipment & Supp. | | | 4.1 | 4.3 |
| Radio Equipment & Supplies | | | 5.7 | 3.6 |
| Electrical & Radio | 4.4 | 4.4 | | |
| Financial & Insurance | 3.2 | 3.3 | 4.4 | 5.3 |
| Furniture, Home Furn. & Supp. | | | 3.8 | 4.3 |
| Furniture | 4.7 | 4.6 | | |
| Floor Coverings | | | 7.2 | 6.7 |
| Household Electrical Appliances | | | 4.4 | 4.7 |
| Heating, Air Conditioning, and Refrigeration Equipment | | | 6.5 | 4.8 |
| Household Equipment Other Than Electrical | 4.9 | 5.2 | | |
| Grocery Products (Not Including Coffee & Tea) | | | 4.9 | 4.7 |
| Coffee & Tea | | | 7.3 | 9.3 |
| Food | 3.4 | 3.5 | | |
| Hardware | 4.5 | 4.5 | | |
| Jewelry, Clocks & Silverware | 6.5 | 6.5 | 3.9 | 3.7 |
| Knit Goods, Hosiery & Underwear | | | 8.4 | 9.4 |
| Office Equipment & Supplies | 5.7 | 5.5 | 2.3 | 2.6 |
| Paints & Varnishes | 5.0 | 5.0 | 4.9 | 5.2 |
| Petroleum Products | | | 3.8 | 4.0 |
| Shoes | 8.7 | 8.3 | 5.2 | 5.7 |
| Textiles | 8.7 | 8.5 | 8.9 | 10.0 |
| Travel & Transportation | 5.7 | 5.7 | 6.0 | 6.0 |

SPACE PRODUCTION COSTS

In Relation to Total Advertising Appropriation

| INDUSTRY | 1929 % | 1930 % | 1932 % | 1933 % |
|--|-----------|-----------|-----------|-----------|
| Automotive Equipment | | | 7.3 | 5.5 |
| Building & Construction Materials | 6.5 | 6.6 | 11.3 | 11.1 |
| Building Specialties | | | 6.9 | 7.1 |
| Chemicals & Allied Products | 5.6 | 5.6 | 8.3 | 8.1 |
| Iron & Steel & Their Products (Not Including Machinery) | | | 6.5 | 7.0 |
| Machinery & Supplies (Not In- cluding Automotive Equipment) | | | 8.8 | 6.6 |
| Machine Tools | | | 6.0 | 3.0 |
| Metals, Machinery, etc. | 8.3 | 9.3 | | |
| Paper & Paper Products | | | 2.5 | 2.5 |
| Plant Equipment | | | 5.3 | 6.2 |
| Industrial (General) | 6.0 | 5.9 | | |

PERCENTAGE OF TOTAL COMPANIES USING EACH MEDIUM

| | 1929 % | 1930 % | 1932 % | 1933 % |
|----------------------------|-----------|-----------|-----------|-----------|
| Magazines | 74.1 | 73.0 | 53.0 | 51.6 |
| Newspapers | 54.0 | 54.0 | 47.9 | 44.7 |
| Radio | 24.4 | 28.0 | 21.5 | 18.7 |
| Business Papers | | | 13.3 | 11.9 |
| Trade Papers | 66.7 | 66.3 | 60.3 | 60.7 |
| Industrial Publications | 26.0 | 26.0 | 27.9 | 26.0 |
| Farm Journals | | | 14.2 | 14.6 |
| Outdoor | 26.4 | 24.2 | 23.7 | 21.9 |
| Car Cards | 10.4 | 9.9 | 6.8 | 6.8 |
| Direct Mail - Consumer | (| (| 60.3 | 58.9 |
| | (83.3 | (84.8 | | |
| Direct Mail - Dealer | (| (| 46.6 | 46.1 |
| Dealer Helps | (| (| 55.3 | 55.7 |
| | (70.6 | (72.4 | | |
| Displays | (| (| 50.7 | 50.2 |
| Free Goods & Allowances | 6.1 | 6.4 | 12.3 | 12.8 |
| Samples | | | 16.0 | 16.0 |
| Premiums | 4.8 | 5.0 | 4.1 | 5.0 |
| Miscellaneous Novelties | | | 20.5 | 20.1 |
| House Organs | 28.6 | 28.6 | 28.8 | 26.9 |
| Sales & Service Literature | 46.7 | 48.0 | 45.7 | 45.2 |
| Conventions & Exhibits | 41.0 | 40.1 | 42.5 | 39.3 |
| Motion Pictures | 16.7 | 18.5 | 14.2 | 11.9 |
| Price Lists, etc. | 25.5 | 26.9 | 16.9 | 16.4 |
| Publicity | | | 24.7 | 24.7 |

Percentage of Total Companies Increasing and Decreasing Allowances
for Each Medium in Budgets for Future Year as Compared
With Actual Expenditure in Preceding Year

| Medium | Increase | | Decrease | | Same | |
|----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | 1930-29 % | 1933-32 % | 1930-29 % | 1933-32 % | 1930-29 % | 1933-32 % |
| Magazines | 32.0 | 33.9 | 33.0 | 37.2 | 35.0 | 28.9 |
| Newspapers | 34.0 | 28.2 | 32.0 | 40.0 | 34.0 | 31.8 |
| Radio | 50.0 | 33.9 | 24.0 | 44.7 | 26.0 | 21.4 |
| Business Papers | | 18.2 | | 18.2 | | 63.6 |
| Trade Papers | 16.0 | 18.3 | 21.0 | 27.7 | 63.0 | 54.0 |
| Industrial Publications | 27.0 | 22.6 | 33.0 | 33.9 | 40.0 | 43.5 |
| Farm Journals | | 30.3 | | 30.3 | | 39.4 |
| Outdoor | 19.0 | 35.4 | 38.0 | 24.1 | 43.0 | 42.5 |
| Car Cards | 13.0 | 37.5 | 35.0 | 6.2 | 52.0 | 56.3 |
| Direct Mail - Consumer | (| 25.9 | (| 25.2 | (| 48.9 |
| | (29.0 | | (22.0 | | (49.0 | |
| Direct Mail - Dealer | (| 31.1 | (| 14.5 | (| 54.4 |
| Dealer Helps | (| 29.3 | (| 24.4 | (| 46.3 |
| | (36.0 | | (27.0 | | (37.0 | |
| | (| 28.1 | (| 19.3 | (| 52.6 |
| Free Goods & Allowances | | 11.5 | | 23.1 | | 65.4 |
| Samples | | 24.3 | | 13.5 | | 62.2 |
| Premiums | | 25.0 | | 16.7 | | 58.3 |
| Miscellaneous Novelties | | 13.3 | | 11.1 | | 75.6 |
| House Organs | 25.0 | 25.0 | 14.0 | 10.9 | 61.0 | 64.1 |
| Sales & Service Literature | 31.0 | 27.7 | 18.0 | 20.8 | 51.0 | 51.5 |
| Conventions & Exhibits | 7.0 | 18.2 | 22.0 | 21.2 | 71.0 | 60.6 |
| Motion Pictures | 11.0 | 17.7 | 14.0 | 20.6 | 75.0 | 61.7 |
| Price Lists, etc. | 10.0 | 21.1 | 17.0 | 18.4 | 73.0 | 60.5 |
| Publicity | 17.0 | 15.3 | 16.0 | 11.9 | 67.0 | 72.8 |

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